OVEMBER 23, 1953 TECHNOLOGY DEPT, 35c PER COPY

BROADCASTING TELECASTING

Detroit Public Library
Technology Dept
Putman Dr
roit 2 Michigan
NEWSPAPER
Dec3
N1143
B 10F

IN THIS ISSUE:

Outlines TV
to Affiliates
Page 31

& Presbrey
Top Posts
Page 33

Looking for
Successor
Page 44

Assets Are
by Raymer
Page 63

TURE SECTION
Page 83

23 RD
year

NEWSWEEKLY
RADIO AND TV

Baltimore is different!

. . . and smart radio time-buying is different in this compact market!

Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

W-I-T-H *covers this highly concentrated market efficiently!* You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

Nielsen proves **W-I-T-H's** *superiority in the Baltimore market!* The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story! Let Jack Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.

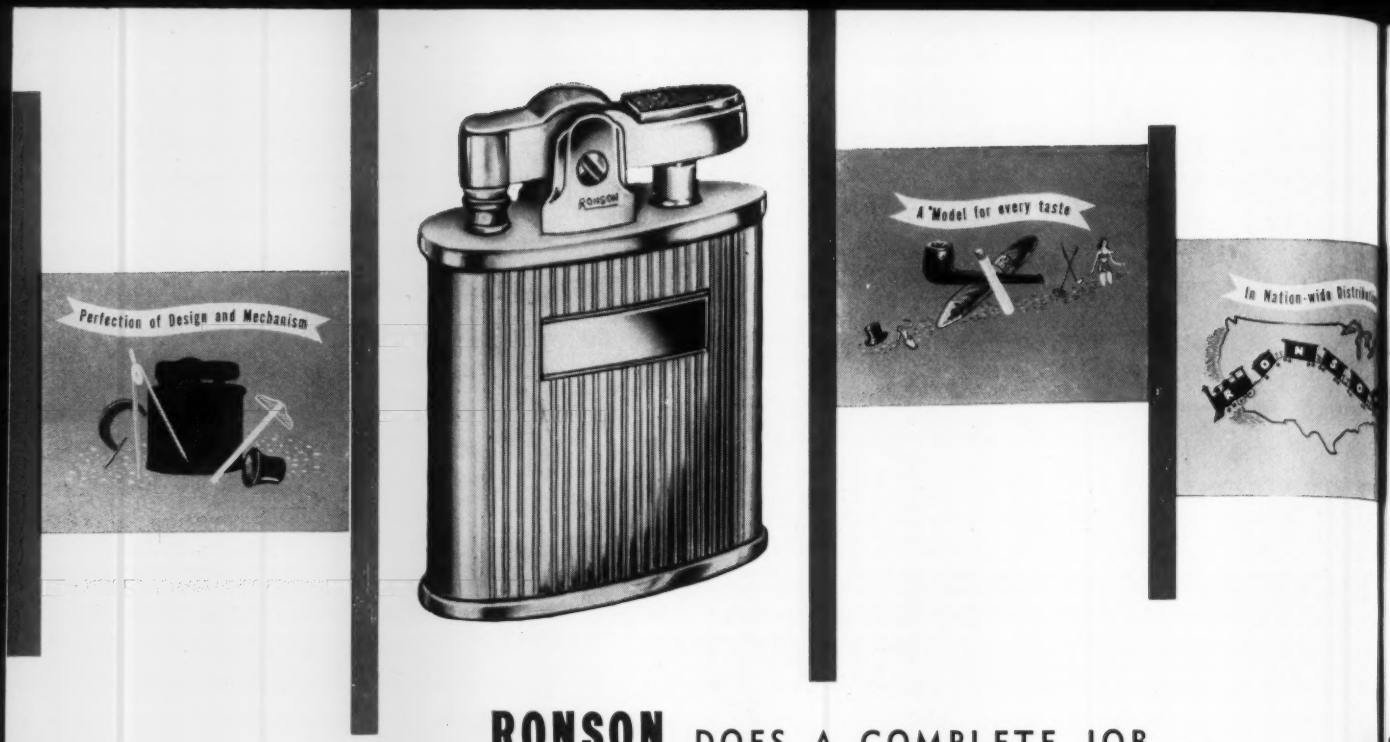
PUBLIC LIBRARY
NOV 23 1953
DETR

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY



RONSON DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

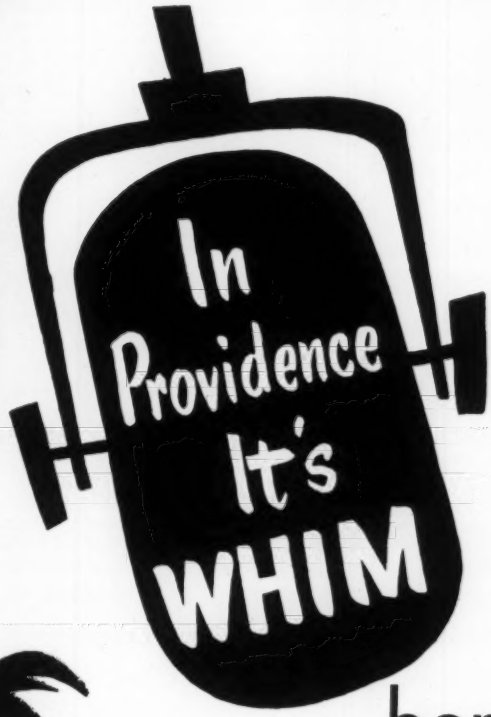
To give you that immediate, convenient light, RONSON does a complete job. Behind every light is RONSON's thorough attention to engineering, styling and distribution. You never miss with a RONSON . . . for RONSON puts in the palm of your hand the sure-fire results you're always looking for.

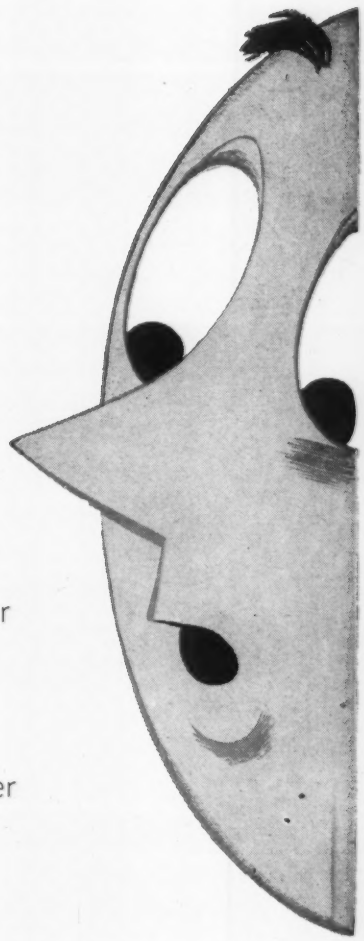
Ever have the Richmond market in the palm of your hand? The Havens & Martin, Inc., Stations can do that for you. Years of pioneering and know-how deliver results in this rich market. WMBG, WCOD and WTVR offer you loyal listeners. Fine entertainment and public service round out a complete job. Join the other advertisers who have made the First Stations of Virginia their first choice.

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.





here's why. . .

Of 14 locally-produced quarter hour programs with a 6.0 Pulse or better, **WHIM** has 13! *

Of 30 other locally-produced quarter hour programs with a 5 to 5.9 Pulse, **WHIM** has 22! *

WHIM spot announcements get the largest audience at the lowest cost per thousand!

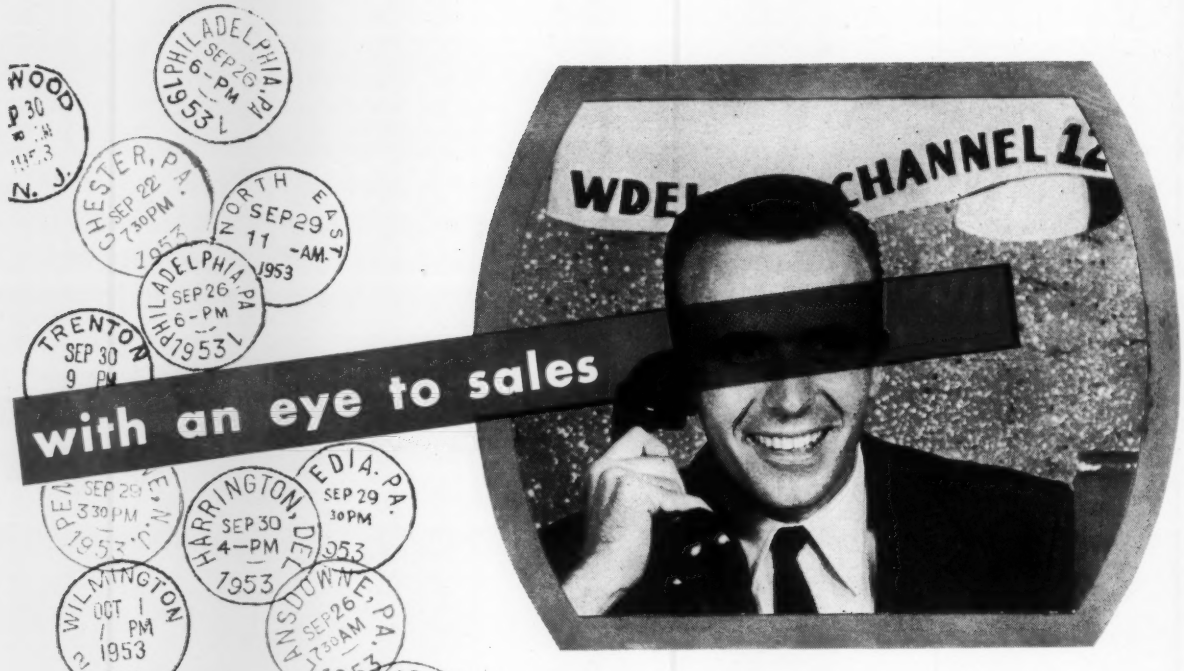
* Sept.-Oct. 1953 Pulse Monday through Friday Daytime.

WHIM

Represented by HEADLEY-REED

PROVIDENCE, R. I.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



with an eye to sales

PHILADELPHIA, PA SEP 26 6-PM 1953
CHESTER, PA SEP 22 7:30PM 1953
NORTH EAST SEP 29 11-AM 1953
PHILADELPHIA, PA SEP 26 6-PM 1953
TRENTON SEP 30 9 PM
HARRINGTON, DEL. SEP 30 4-PM 1953
MEDIA, PA. SEP 29 3:0PM 1953
WILMINGTON OCT 1 1 PM 1953 DEL.
LANSDOWNE, PA. SEP 26 7:30AM 1953
PENNS GROVE, N.J. SEP 29 3:30PM 1953
WEST CHESTER, PA. SEP 21 6-AM
NEWARK, DEL. OCT 2 1-PM 1953
CAMDEN, N.J. SEP 29 8:30PM 1953
MARCUS HOOK, PA. SEP 28 11:30AM 1953
DOVER, DEL. SEP 29 3-PM 1953
SMYRNA, DEL. SEP 29 4-PM 1953
WILMINGTON OCT 1 11 AM 1953
LANSDOWNE, PA. SEP 26 7:30AM 1953
DENTON, MD. SEP 30 10:30AM 1953
CLAYMONT, DEL. OCT 1 11:30AM 1953
UPPER DARBY, PA. SEP 20 9:30PM 1953
KENNETTSQUARE, PA. SEP 25 3-PM 1953
MARCUS HOOK, PA. SEP 28 11:30AM 1953
PHILADELPHIA, PA. SEP 22 10-PM 1953
ELKTON, MD. SEP 25 4-PM 1953
WDEL AM TV FM Steinman Station
NBC TV Affiliate

WDEL·TV

Wilmington, Delaware Channel 12

The Eyes Have it . . . a popular local program is receiving enthusiastic audience response, consistently proving the size of the WDEL-TV large, rich market — Delaware, parts of Pennsylvania, New Jersey and Maryland. A market that spends per year $1,054,410,000 for retail merchandise, $263,997,000 for food. Top national and local advertisers buy WDEL-TV to reach this loyal viewing audience, to increase their sales profitably, economically. To increase sales for *your* product—buy WDEL-TV through vital, diversified local programming and top NBC and DuMont shows.

Fifth Year in the Public Service

Represented by

MEEKER

New York
Los Angeles

Chicago
San Francisco

closed circuit®

"T-DAY" for consideration of compatible color standards (NTSC-RCA petitions, etc.) can come any day now. Depressed black and white set sales showing up in closure of set plants in various sections believed to have caused Commission to expedite action (see editorial page 114). Approval is foregone conclusion.

★ ★ ★

AMONG THOSE with whom David Sarnoff, RCA-NBC chairman, has counseled for presidency of NBC, which post he now holds temporarily, are (1) Harold E. Fellows, president of NARTB; (2) Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans, (3) Edgar Kobak, former MBS president. He has not, it's understood, proffered position to any one of three but has simply sought their advice and guidance. Intra-company names heard are S. L. (Pat) Weaver, NBC vice chairman, and John K. West, West Coast vice president and recently-elected board member.

★ ★ ★

FCC last week again sweated out consideration of its multiple ownership rules, particularly as they pertain to tv station limit of five. Final decision may come this week but it's anybody's guess as to outcome. Alternatives are (1) stick to limit of five with minority holdings counted as full ownership; (2) retain five station limit but permit option of retaining applications above limit with commitment that stations will be sold off to retain maximum of five stations at any one time; (3) raise limit by allowing single entities to hold five vhf and an additional two uhf's.

★ ★ ★

CBS-TV has agreed to allow advertisers on Arthur Godfrey morning show leeway of from now until October 1954 to decide whether they would pick up additional West Coast stations, as requested by network. At least two advertisers (Lever Brothers and Pillsbury Mills) decided not to pick up the additional stations along with the cable charges at present time. Meanwhile, all of show's advertisers have been notified that after next October they would have to take on West Coast stations.

★ ★ ★

ALONG WITH other Government agencies, FCC is still having difficulty in filling policy positions with qualified Republicans. Case in point is post of FCC hearing counsel, second highest in agency, where successor is needed for Fred Ford, who recently joined Dept. of Justice. Among candidates is Leon C. Paulson, now with Federal Trade Commission. Comr. Sterling (he and Chairman Hyde are only hold-over Republicans) hasn't consistently voted with new Republican majority on filling of personnel vacancies but GOP Comrs. Doerfer and Lee have gone down line.

★ ★ ★

TIPOFF on continued interest in affiliate-inspired plan of program-hour swap between MBS and stations is found in move by Mutual Affiliates Advisory Committee to hold convention in January. MAAC members contemplate station meeting at Buena Vista Hotel, Biloxi, Miss., Jan. 18-19. Network officers, of course, will be invited.

★ ★ ★

FCC HEARING examiner total rises to 17 today (Monday) with expected announcement of three new examiners: Charles Frederick, one-time CAB examiner; Harold Shilz, formerly Justice Dept., and Isadore Honig, ex-government attorney. Bulk of hearings to continue to be tv, with examiners assigned on rotating basis when available.

★ ★ ★

SPECULATION about successor to William B. Ryan as president of BAB (story page 44) was beginning to mount late last week as word of his unexpected departure (as of Feb. 1) began to soak in. Names mentioned unofficially in addition to Niles Trammell and Frank White included Victor Ratner, one-time CBS vice president; Kevin Sweeney, BAB vice president, and, possibly on interim basis, Edgar Kobak, consultant, station owner, and long-time leader in BAB affairs. But members of "nominating" committee insisted it's still too early to talk.

★ ★ ★

FCC HASN'T yet reached definitive judgment on how it will scale its "filing fees" under new Bureau of Budget edict to administrative agencies to collect sufficient revenue to defray operating overhead. It's thought Commission might wish to compute fees in such way as to limit maximum payment for single filing of about $50 in broadcast field. In order to ease handling, there's talk of using special government filing fee (revenue) stamps applicable to all agencies and all licensees receiving service.

★ ★ ★

RETAINED as public relations counsel for Storer Broadcasting Co. are A. A. Schechter, former NBC-Mutual vice president, and Hal Leyshon, former editor of *Miami Daily News*, who doubled as manager of WIOD Miami. Messrs. Schechter and Leyshon maintain separate public relations offices, but joined in taking on Storer representation for entire organization.

★ ★ ★

THAT DEC. 11 meeting between NBC-TV officials and members of executive committee of affiliates, although crowding on heels of last week's meeting of network executives and full affiliates' body (see story page 31), has at least one more-than-lukewarm subject on agenda: NBC's plans for selling television in smaller units.

★ ★ ★

THOUGH all hands were reluctant to talk about it, NBC-TV affiliates in Chicago meeting passed resolution—unannounced—which at least in part paid tribute to NBC for its efforts to develop new ways to sell television.

IN THIS ISSUE

LEAD STORY

Some dissension arises among NBC-TV affiliates over new selling plans, but general harmony reigns at Chicago meeting of the stations. *Page 31.*

ADVERTISERS & AGENCIES

Cecil & Presbrey expands top echelon. *Page 33.*

How retailers can take better advantage of tv. *Page 33.*

FILM

Merchandising can mean better advertising results for film shows, NBC film executive says. *Page 35.*

FACTS & FIGURES

PIB reports nearly half of radio network clients also use network tv. *Page 38.*

Third NAEB survey of New York tv programming shows volume of programming and advertising rising. *Page 42.*

TRADE ASSOCIATIONS

BAB hunts new president as William Ryan quits in policy disagreement. *Page 44.*

Farm directors meet for annual convention this week. *Page 46.*

Color tv and hi-fi are topics of discussion at fall meeting of RETMA. *Page 48.*

Uhf association meets this week to tell its troubles to invited representatives of government, networks and manufacturers. *Page 50.*

PROGRAM SERVICES

INS says new "sound on fax" system will be available soon. *Page 52.*

GOVERNMENT

Four grants highlight tv actions of FCC's week. *Page 54.*

Comr. John Doerfer tells broadcasters to be self-reliant. *Page 56.*

Navy commissions world's most powerful station. *Page 58.*

STATIONS

Raymer acquires O. L. Taylor Co. assets and part of Taylor representation list. *Page 63.*

Weekly summary of new tv operations and those scheduled in next 30 days. *Page 67.*

INTERNATIONAL

What commercial tv will mean to Britain: A special B•T report. *Page 79.*

DuMont executive, just returned, surveys European television. *Page 80.*

FEATURES

Needling the Reds by radio. *Page 85.*

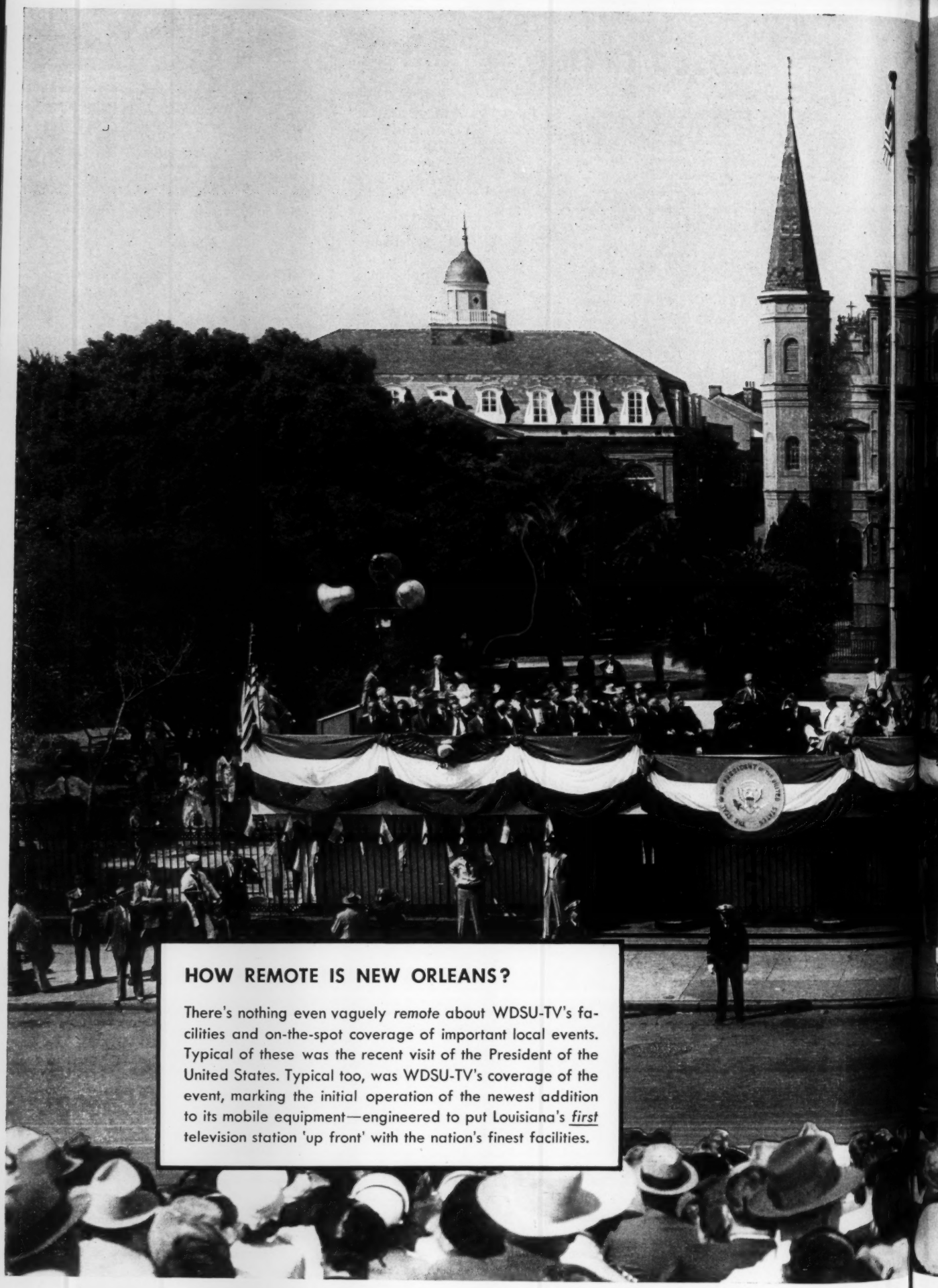
How Metropolitan Life localizes its national radio show. *Page 86.*

Building the uhf audience: Examples of station promotion. *Page 88.*

FOR THE RECORD

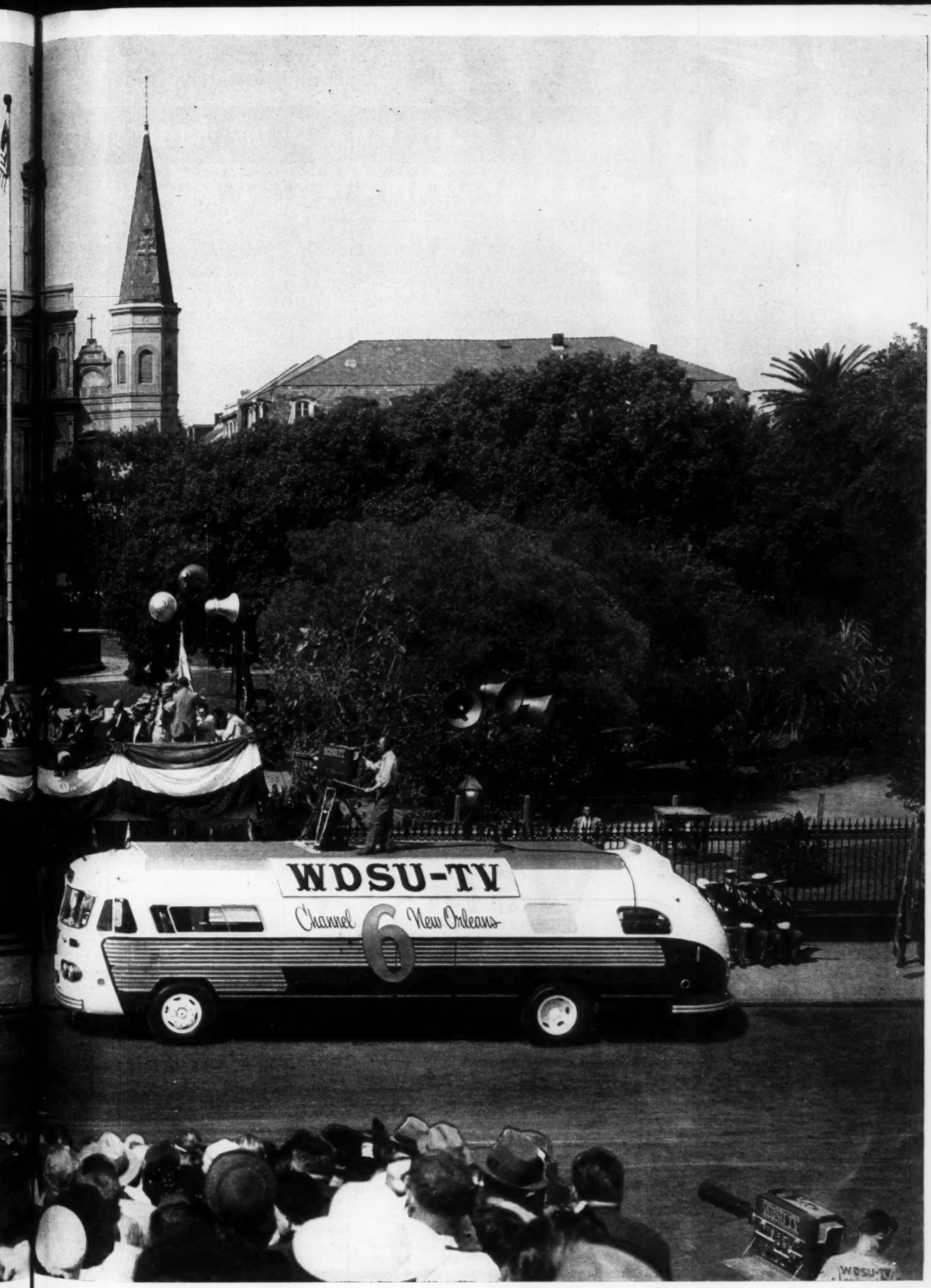
Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv set distribution. *Page 109.*

Commencement target dates of tv grantees. *Page 112.*



HOW REMOTE IS NEW ORLEANS?

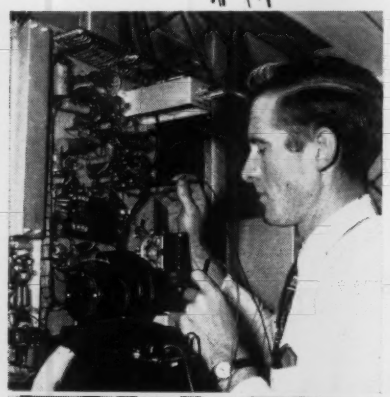
There's nothing even vaguely *remote* about WDSU-TV's facilities and on-the-spot coverage of important local events. Typical of these was the recent visit of the President of the United States. Typical too, was WDSU-TV's coverage of the event, marking the initial operation of the newest addition to its mobile equipment—engineered to put Louisiana's *first* television station 'up front' with the nation's finest facilities.

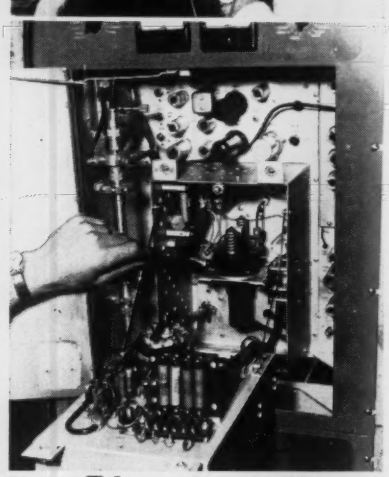

WDSU-TV
Channel 6 New Orleans
WDSU-TV

The Longest and Best Operating Privately Owned

MICRO-WAVE RELAY SYSTEM IN THE UNITED STATES

AVAILABLE NOW





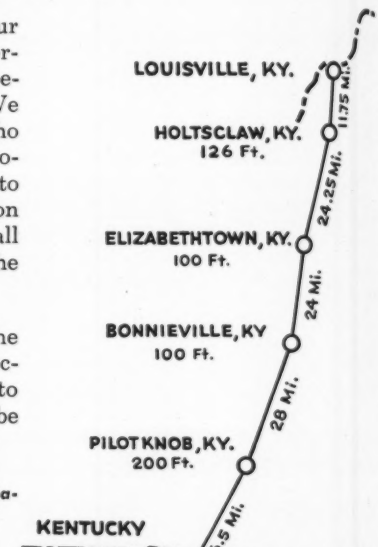
★ Somewhere, possibly in South America . . . possibly in Europe, the management of a Television station is looking for a micro-wave relay link exactly like the one which we now offer for sale.

★ In operation three years — modified two years ago, Federal FTL-27 A Microwave Equipment has during the past 24 months established a record of 99.9% reliability of picture and sound. In its present form all the "bugs" have been worked out, and it is in better operating condition than when originally installed.

★ At this time, with micro-wave relay service for television having been duplicated by the Telephone Company system between Louisville and Nashville, we are offering our equipment for immediate sale.

★ In addition, we offer the services of our technical staff to dismantle, pack, and supervise the installation of this equipment between any two points you may designate. We will send our engineers (the same ones who built, modified and maintained this micro-wave relay) to the area of your choice to advise on the selection of sites, the erection of the towers, training of personnel, and all the technical details which are part of the setting up of an efficient operation.

★ In other words, we offer not merely some equipment — we offer to *transplant* our successfully operating micro-wave system to your location and guarantee that it will be turned over to you ready for use.

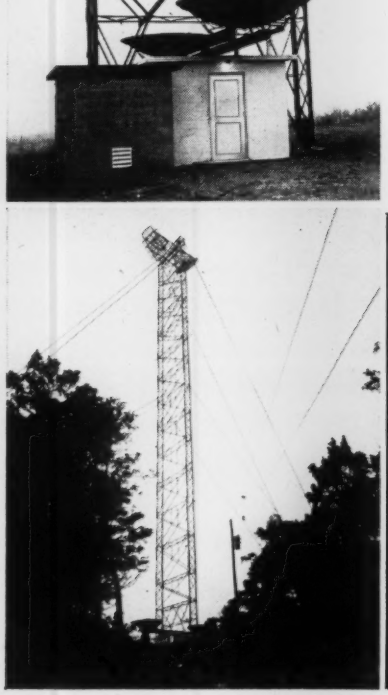


You are invited to contact us for additional specifications, information, and prices.

GEORGE REYNOLDS
DIRECTOR OF ENGINEERING

WSM-TV

NASHVILLE 3, TENNESSEE



WSM LINK SUMMARY

Inter-city Television Relay — with diplexed sound system and talk down circuit.

Consists of six complete hops—

Modified Federal FTL-27A Microwave Equipment, with monitors, scopes, battery chargers, Auxiliary Gasoline power units, gain checkers, towers, dishes, automatic power transfer and generator starting devices, tube and spare parts cabinets, Solar voltage regulating transformers.

Transmitter specifications

Power input. 1.0 KW, 117 V. 50/60 cycles carrier frequency range—1990—2110 mc.
Power Output. 5 watts minimum. 10 watts nominal

Receiver specifications

Type Single superheterodyne
Dual cavity RF preselection
Crystal mixer
Power input 400 watts — 117 V. 50/60 cycles single phase
Frequency Range—1990—2100 mc.

Antenna

Type Solid circular parabolic
Size 4 ft. 6 ft. or 10 ft. diameter, size dependent on application
Polarization Horizontal
Radiator Single Dipole—reflector
Feed RG-8/U or RG-17/U solid dielectric coaxial cable. Type dependent upon system requirements.

Louisville Ky.	to Holtsclaw 11.75 miles
Holtsclaw	to Elizabethtown 24.25 miles
Elizabethtown	to Bonnieville 24 miles
Bonnieville	to Pilot Knob 28 miles
Pilot Knob	to Rock Bridge, Tenn. 36.5 miles
Rock Bridge	to Nashville 36.5 miles

Towers

(Blaw-Knox, 3 ft. thick, 20 ft. wide, Guyed)
2—100 ft.
1—126 ft.
2—200 ft.

Dishes

5—10 ft.
1— 4 ft.
6— 6 ft.

Sound Diplexing Equipment
FTL 38A

Sound output Spike noise at least 30 db below odb level.
RMS Noise at least 40 db below odb level.
Harmonic distortion less 0.5%.
Frequence response flat 100 cycles to 12,000 cycles.

at deadline

NARTB, ANA, AAAA Explore Problems at Joint Meeting

MUTUAL problems of NARTB, Assn. of National Advertisers, and American Assn. of Advertising Agencies in labor field were explored Friday in first joint meeting on subject by representatives of those groups.

Session, held Friday afternoon in New York, was characterized as generally devoted to orientation and exchange of information on number of subjects including union contract negotiations between networks and American Federation of Musicians, free-lance writers, and Radio-Television Directors Guild, etc.; awards for programming; need for better information on production facilities at stations, and traditional responsibilities as between broadcasters, advertisers, and agencies in dealing with program unions.

NARTB Labor Advisory Committee, under Robert D. Swezey, WDSU-AM-TV New Orleans, which participated in conference with ANA and AAAA representatives, preceded that session with separate morning meeting alone.

Meanwhile, participants in earlier meeting of NARTB Film Committee, under Harold See of KRON-TV San Francisco, reported "excellent progress" in work toward its current primary objective of developing standard form of film contract for voluntary use between stations and film producers or distributors. But, they cautioned, this task is complex, will take considerable time and must include, at appropriate point, consultation with producer-distributor representatives.

Petrillo, Lieutenants Huddle

JAMES C. PETRILLO, American Federation of Musicians chieftain, has called meeting of policy committee in New York tomorrow (Tuesday) to outline campaign for upcoming negotiations with broadcasters for new contract. Present pact expires Jan. 31.

Broadcast Media to Headline AAAA Meeting Discussions

BROADCAST media will figure prominently throughout sessions of Annual Eastern AAAA conference today (Mon.) and tomorrow at New York's Hotel Roosevelt, agenda showed Friday.

In addition to radio and television production group meeting this afternoon [B•T, Nov. 16], Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, will show film on "Ten Tv Commercials I Wish We Had Made" at copy and art group meeting Tuesday; Gen. R. L. Maxwell, vice president of American Machine & Foundry Co., will present "An Experiment in Television: AMF sponsors *Omnibus*"; George R. Lyon, account executive, Fuller & Smith & Ross, New York, will appraise tv as "Sales Training Aid" at trade and industrial advertising group meeting today; "Marketing in an Electronic Age" will be subject of marketing group session today, and Shirley Woodell, vice president, J. Walter Thompson Co., will report on "Tv Listening Habits in Argentina" at international advertising meeting, also today.

UP TO PARR

ATTITUDE of calm detachment approved for research was shattered Friday morning at A. C. Nielsen Co. offices in New York and Chicago, when switchboards lit up with multitude of calls from people saying they were watching Jack Parr on CBS Television. Without warning, Mr. Parr had told his audience that ratings are important, asked them to call Nielsen and topped it off by giving them Nielsen phone numbers.

Premature Color Publicity Hurts Monochrome—Andrea

BECAUSE of "premature publicity that has been given color tv," sales of monochrome sets in first half of next year may fall 25% to 50% below sales in like period of 1953, Frank A. D. Andrea, president, Andrea Radio Corp., told Dun & Bradstreet annual dinner-discussion meeting. But, he said, when dealers have color sets on display and "the public has an opportunity to actually see what they will be receiving for $750-$1,000 per set, as compared to 21" black-and-white tv receiver selling for $300 and less, they will once again start buying black-and-white sets." For that reason, Mr. Andrea said he believes tv set business will be much better in the last half of 1954 than in earlier months.

Subscription Tv Group Joined by Iowa Station

A NINTH tv station has allied itself with eight other stations asking FCC to approve subscription tv (story page 62). KQTV (TV) Fort Dodge, Iowa, asked Commission Friday to formulate proposed rules and hold early hearing. Subscription tv will enable tv stations to present programs not otherwise available, KQTV said. It also suggested that any rules limit number of subscription tv hours, so that original purpose of broadcast station to give public free service shall be maintained.

Tate With Rosenman

HAL TATE, head of his own radio-television package firm, Chicago, for past five years, and prior to that trade paper editor, appointed manager of newly opened Chicago office of Alex Rosenman firm, station representatives, at 192 North Clark St., Chicago, Mr. Rosenman announced. Mr. Tate will represent WCAN-AM-TV Milwaukee for midwest area.

News Policy Pays

WPIX (TV) New York reported Friday that 41 of its 43 newscasts now are sponsored by national advertisers, attributed success to policy of presenting news briefly and frequently (story page 70).

• BUSINESS BRIEFLY

FORD SPOT DRIVE • Ford dealers, through J. Walter Thompson Co., N. Y., preparing radio spot announcement campaign to use several hundred stations and to be launched on various starting dates after first of year to promote new Ford. Spot splurge will run from one to six weeks, depending on districts involved.

PETER PAUL TO LEAVE MAXON • Peter Paul Inc. (candy bars), Detroit, major radio-tv advertiser, and its agency, Maxon Inc., N. Y., will sever relations effective Jan. 1. New agency has not been announced.

CRITICS TO RETURN • DuMont network expected to return *Author Meets the Critics*, Kagran package, to network after first of year, as result of protests when show was dropped [B•T, Nov. 9].

COFFEE ON RADIO • Maxwell House coffee (regular), N. Y., through Benton & Bowles, N. Y., placing radio spot announcement campaign in 90 markets starting Jan. 6 and running through March.

MIDWEST CAMPAIGN • Morell Red Heart dog food, Ottumwa, Iowa, through N. W. Ayer & Son, N. Y., planning radio and television spot announcement campaign for 39 weeks starting Jan. 15. Twelve radio and six television stations in Iowa, Illinois, Missouri, and Indiana will be used. Advertiser may expand shortly thereafter.

BOOK PUBLISHER ON NETWORK • Thomas Nelson & Sons, publishers of revised standard version of the Bible, on Nov. 29 will launch on ABC what is said to be first national network radio series sponsored by a book publisher. Program is called *The Evening Comes* and will be heard Sundays, 5:05-5:30 p.m. BBDO, N. Y., is agency.

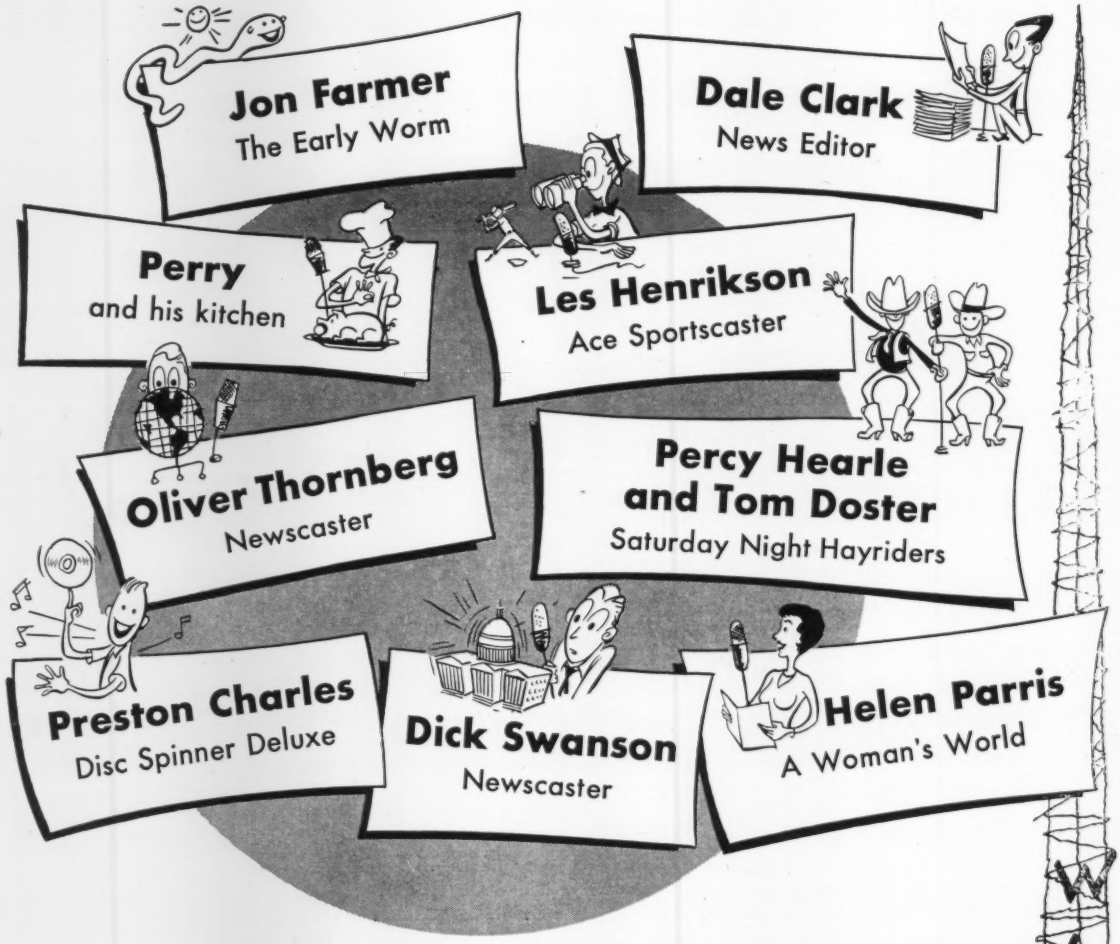
CLOCK FIRM NAMES • Sessions Clock Co. industrial products division appoints C. J. La Roche & Co., N. Y., to handle its advertising effective Jan. 1. Media plans as yet undetermined but television may be used.

DRAMATIC SERIES • E & J Gallo Wine, Modesto, Calif., through BBDO, N. Y., to sponsor half-hour dramatic film series, placed regionally in about nine markets on West Coast, effective early December.

CREAM OIL DRIVE • Wildroot Cream Oil, Buffalo, through BBDO, N. Y., planning radio television spot announcement campaign to be launched Jan. 4 for 52 weeks. Approximately 60 markets will be used, with most of budget going into radio. Spots in 7-to-8 a.m. and 5-to-7 p.m. periods will be used.

GLAMORENE NAMES • Glamorene Inc., N. Y., to name Hicks & Greist, N. Y., as its advertising agency, effective immediately. Ruthrauff & Ryan, N. Y., has been servicing account. Glamorene again will use radio-tv spot campaign, starting early spring.

CO-SPONSOR IRMA • Toni Co., Chicago, through Tatham-Laird, Chicago, and Carter Products Inc., N. Y., through Ted Bates & Co., N. Y., will co-sponsor *My Friend Irma* over CBS Radio (Tues., 9:30-10 p.m. EST), starting Dec. 1.



Nine good salesmen and a gal!

And she's a salesman, too! All 10 of these folks on WAGA have top audiences in the billion-dollar Atlanta market—plus listener loyalty that pays off for their sponsors.

Let our reps give you the low down on how one or all of these sales-minded sales makers can do a real job for you in Atlanta.

waga

CBS-Radio in Atlanta

590 on the dial
5,000 watts

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22

Bob Wood, Midwest National Sales Mgr., 230 N. Michigan Ave., Chicago

at deadline

New San Jose Station Proposed; Other FCC Actions

NEW TV station on vhf ch. 11 at San Jose, Calif., proposed to be granted to Standard Radio & Television Co. in initial decision issued Friday by FCC Hearing Examiner John B. Poindexter. He concurrently denied petition of FM Radio & Television Co. for stay pending Commission review of petition to amend.

During hearing, examiner ruled FM Radio & Television bid in default and refused to accept "substantial" amendment tendered just before hearing without "good cause," initial decision explained. Allen T. Gilliland, Sunlite Bakery owner, is president-24% owner of Standard.

Noncommercial Bid in Jacksonville

RESERVED vhf ch. 7 at Jacksonville, Fla., is requested in new noncommercial tv bid filed Friday by Educational Television Inc., representing local educational interests.

Two More Permits Deleted

TWO MORE post-thaw tv permits deleted by FCC Friday: Greer & Greer's vhf ch. 2 KTVK (TV) Santa Fe, N. M., for failures to prosecute and answer Commission letters; uhf ch. 27 WHKP-TV Hendersonville, N. C., at request of permittee. WHKP-TV cited difficulty in obtaining network programs and change of interest by regional and national advertisers [B•T, Nov. 9]. Post-thaw drop-outs and deletions now total 25 (early story page 60).

KMOX Opposes KSTM-TV Plea

OPPOSITION filed Friday by CBS-owned KMOX St. Louis to plea of KSTM-TV there, new tv operating on uhf ch. 36, for substitution of four uhf for two vhf channels open in St. Louis [B•T, Oct. 19]. Following protests earlier by KSD-TV (vhf ch. 5) and KXOK, CBS argued KSTM-TV rule-making petition is too late and FCC already has ruled city has enough channels. KMOX, WEW and 222 Tv Inc. seek vhf ch. 11; KXOK, KWK and St. Louis Amusement Co., vhf ch. 4.

Third Bid for Muskogee

THIRD bid for vhf ch. 8 at Muskogee, Okla., filed at FCC Friday by Ashley L. Robison, partner with Frank E. Hurd in Cal Tel Co., new uhf ch. 40 grantee at Sacramento, Calif. Other Muskogee ch. 8 applicants are KTUL Tulsa and KBIX.

WISN Replies

HEARST's WISN Milwaukee tendered replies Friday to oppositions to FCC's proposal to add vhf ch. 6 to Whitefish Bay, Wis., near Milwaukee, as sought by WISN. Station countered arguments of ch. 6 WJIM-TV Lansing, Mich.; WOC-TV Davenport, Iowa, which is to change to ch. 6; uhf ch. 25 WCAN-TV Milwaukee, and Uhf Tv Assn.

Louisiana Broadcasters Elect Cobb as President

WILLARD COBB, KALB Alexandria, elected president of Louisiana Assn. of Broadcasters, meeting last Friday at Shreveport, succeeding E. Newton Wray, KTBS Shreveport. Frank Ford Jr., KENT Shreveport, named vice president and Jerry Hamm, KANE New Iberia, secretary-treasurer.

Directors elected for 1954 are Henry Werman, WTPS New Orleans; Bob Earle, WIBR Baton Rouge; John L. Vath, KLOU Lake Charles; Mr. Wray; Benton Paschall, WNOE New Orleans; Ken Whittaker, KRUS Ruston; Eugene Jones, KSLO Opelousas and Roy Dabadie, WJBO Baton Rouge.

Attendance of 75 people from 43 stations was reported by Mr. Wray.

LAB golf tournament was won by Fred Watkins, KWKH Shreveport, with net score of 72.

63 NBC's ATTEND

FORTY-SIX basics and 17 optional NBC-TV affiliates were represented at last week's network tv affiliates conclave in Chicago, Walter Damm, WTMJ-TV Milwaukee, committee chairman, told B•T Friday (see story, page 31). Mr. Damm said 101 stations (46 basics, 55 optionals) were eligible to attend. He said advance registration numbered 85 people and that 72 attended, aside from representatives of NBC station relations department and other New York as well as NBC Chicago and other o & o executives.

ABC Film Reports Sales Near $250,000 in Week

NEGOTIATION of sales totaling almost $250,000 by ABC Film Syndication Division during past week, highlighted by sales of *Racket Squad* in 28 markets, announced Friday by George T. Shupert, vice president in charge of division.

Sales on *Racket Squad* were to Brillo Mfg. Co. through J. Walter Thompson Co., for New York, Los Angeles, Chicago and Baltimore; Canadian Admiral, for London, Ont., and Vancouver, B. C.; Kroger Co., through Ralph H. Jones, Cincinnati, for Memphis and Hutchinson-Wichita; Furrs Supermarket for Lubbock; Sinclair Oil, for Atlanta; Pontiac dealers, for Houston, and in Denver, Little Rock, Wichita Falls, Winston-Salem, Raleigh, Wilmington, Charlotte, Columbia, Greenville, Savannah and Salt Lake City.

RCA 10 kw Transmitter

RCA reportedly is shooting for delivery date in first or second quarter of 1954 for first 10 kw uhf transmitter. Design for transmitter, RCA's first boost in uhf power, has been frozen and production is scheduled by year's end or early next year. Up to present RCA has only 1 kw uhf transmitter. GE has 12 kw and DuMont 5 kw uhf transmitters. Heart of RCA 10 kw uhf transmitter is RCA-developed tetrode tube.

UPCOMING

Nov. 23-24: Ultra High Frequency Tv Assn., Lexington Hotel, New York.

Nov. 23-24: President's Conference on Administrative Procedure, Conference Room B, Departmental Auditorium, Constitution Ave. between 12th & 14th Sts., N.W., Washington, D. C.

Nov. 23-24: NARTB Sports Committee, Waldorf-Astoria, New York.

Nov. 23-24: AAAA Eastern Conference, Hotel Roosevelt, New York.

Nov. 27-29: National Assn. of Radio Farm Directors, Conrad Hilton Hotel, Chicago.

For other Upcomings see page 113.

PEOPLE

ARTHUR BLOOSTON, FCC safety and special radio services attorney, named by Comr. Frieda B. Hennock as legal assistant to replace Samuel B. Groner, resigned to enter private practice [B•T, Nov. 16].

NADINE MILLER, vice president in charge of press and public relations of C. E. Hooper Inc., has resigned effective Dec. 15. Miss Miller also has been educational and personnel director, and for past 18 months has had general supervision of Hooper plant in Norwalk. She has been with Hooper seven years.

MARY DUNLAVEY, who recently resigned as radio-tv media director of Harry B. Cohen Agency, N. Y., will be named radio and television director of Town Adv., Philadelphia. Latter agency handles Fels-Naptha account, spot advertiser, among others.

MILTON KRAEMER, advertising manager of WPIX (TV) New York and previously in market research work for Campbell-Ewald and Dun & Bradstreet, promoted to advertising, research and sales promotion manager.

ART HEMPSTEAD, Dancer-Fitzgerald-Sample, N. Y., to Benton & Bowles, N. Y., as timebuyer, replacing Ann Janowicz, who resigned recently to join Hewitt, Ogilvy, Benson & Mather, N. Y. He will work on Best Foods account.

MORRIS EDWARDS, president of Cincinnati Transit Co. and its subsidiary, Ohio Bus Line, elected president of Gruen Watch Co., Cincinnati, succeeding Benjamin S. Katz, who retired recently. Mr. Katz will continue to serve company as consultant under 15-year contract.

More Employment Seen In Tv Film Industry

TELEVISION promises increased employment for film unions, Richard Breen, retiring president of Screen Writers Guild, told annual meeting in Hollywood. "Fly-by-Nighters" are being weeded out, he said, with solid companies providing reliable, term-like employment.

Mr. Breen said SWG, in addition to putting into effect free-lance writers pact, must negotiate with Alliance of Television Film Producers and other producers for supplemental contract covering script shows, comedy routines, sketches and other areas. Still to be negotiated is contract for tv staff writers, recently completed with Jack Chertok Productions.

Plans for revised annual awards procedure being considered by Guild.

New officers elected were: F. Hugh Herbert, president; Frank Nugent and David Dortort, first and second vice presidents, respectively; James Webb, secretary; Harold Greene, treasurer. Elected to represent writers on executive board were Curtis Kenyon, Erna Lazarus and Milton Raison. The three also were elected to the new executive committee in addition to Dwight Babcock, Lee Berg, Robert Blees, DeWitt Bodeen, Morgan Cox, Dwight Cummins, Albert Duffy, Fenton Earnshaw, Polly James, Lawrence Kimble, William Lively, Al Martin, Jo Pagano, Maurice Tombragel, Catherine Turney and Malvin Wald.

AT&T Promotes McNeely

EUGENE J. McNEELY, vice president in charge of personnel relations department of AT&T, N. Y., has been assigned new duties as vice president in charge of operation and engineering department. Succeeding Mr. McNeely as vice president in charge of personnel relations department is H. Randolph Maddox, who has resigned as president of Potomac Telephone Co. James W. Cook, president of Northwestern Bell Telephone Co., elected vice president in charge of revenue requirements for AT&T.

They may not see alike *right down the line.* But the Iowa farmer and his city neighbor get together on Channel 9. KCRI-TV is the station that serves the interests of both. The station that sells Iowa's second largest urban market (dollar volume of retail sales) and Northeast Iowa's rich farm market at ⅔ the cost of other local TV media. Pop. 536,190. Retail sales $622 million. Gross farm income $485 million. Get all the facts from H-R Television, Inc.

basic **ABC** *affiliate*

kcri-tv *channel* 9
CEDAR RAPIDS, IOWA
Covering Northeast Iowa

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	33	Government	54	Open Mike	18
At Deadline	9	In Public Service	73	Our Respects	22
Awards	82	In Review	15	People	92
Closed Circuit	5	International	79	Personnel Relations	81
Editorial	114	Lead Story	31	Professional Services	73
Facts & Figures	38	Manufacturing	76	Programs & Promotion	91
Feature Section	83	Milestones	73	Program Services	52
Film	35	Networks	75	Stations	63
For the Record	96	On All Accounts	26	Trade Associations	44

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Cornell Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Jo. Gitlitz, Harold Hopkins, Louis Rosenman, Harriet Sinrod, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS

Maury Long, *Business Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Shirley Harb, Mary Jeffries, Betty Bowers; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

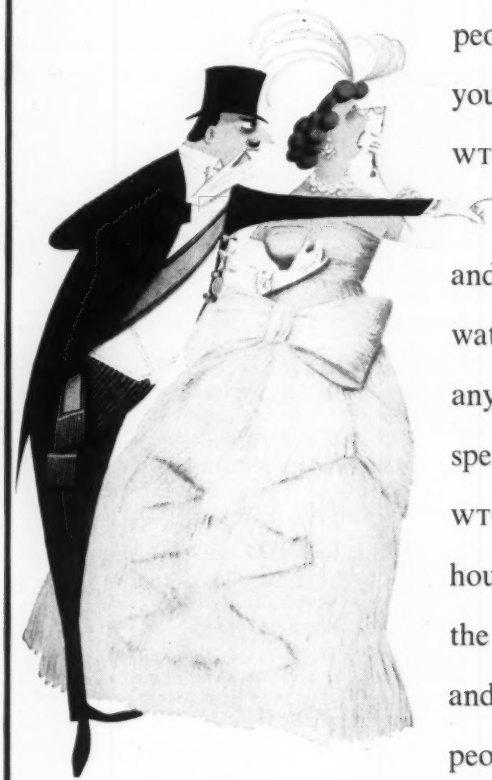
SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U. S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

They are Washington's VIPs



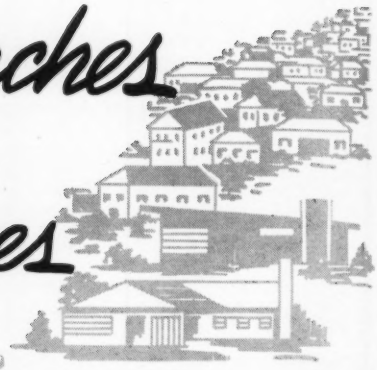
They are the *most* important people in town. They're your customers who turn to WTOP-TV (1,648,926 of them each week). Day in and out, more of them watch WTOP-TV than any other station. And they spend more time with WTOP-TV... 1,275,000 more hours a week... than with the second station. To see, and be seen by, the right people in Washington, the right place is... Channel 9,

WTOP-TV

The Washington Post-CBS Television Station, which is represented nationally by CBS Television Spot Sales

Sources on request

KVOO reaches MORE Homes



MORE Spendable Income

Than any other Oklahoma Station

Yes, KVOO *does* reach more homes and more spendable income than any other Oklahoma radio station! There's proof of this fact in every survey made by Nielsen, the recognized authority in radio measurement. Spendable income figures are provided by Standard Rate and Data, United States Census figures and any other accepted source you may wish to employ.

KVOO, located in the Northeast section of Oklahoma (the richest, most productive in minerals, dairying, number of highly paid white collar workers, air transportation, manufacturing and rate of growth of manufacturing—to mention a few) serves additional counties in Kansas, Missouri, and Arkansas with 50-100% coverage, and,

According to Rand McNally, the Tulsa Market Area includes all of these KVOO counties.

Thus, it is evident that
KVOO reaches *more homes* and *more spendable* income than any other Oklahoma radio station.

KVOO is located in Oklahoma's No. 1 market.

KVOO is your best buy to reach the *most people*, the *most spendable* income at the *lowest cost* per family.
See your nearest Edward Petry & Company office for detailed factual data on KVOO and this No. 1 market for time availabilities.

KVOO TULSA
OKLAHOMA'S GREATEST STATION
Covering
OKLAHOMA'S NO. 1 MARKET

RADIO STATION KVOO
NBC AFFILIATE
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
50 000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

TO BE PERFECTLY FRANK

Network: NBC Radio
Time: Tues. and Fri., 8:15 p.m. EST
Star: Frank Sinatra
Origination: New York and Hollywood
Producer-Director: Gordon Auchincloss
Writer: Bob Smith

NBC RADIO has gone all-out to strengthen its position in the entertainment media line up. One of the trump cards in the over-all plan seems to be Frank Sinatra, who has been introduced in not one but two new shows this season. No quarrel can be found with the network's intention to program name talent in hopes of increasing listenership. But, sadly enough, Mr. Sinatra is not the hero that he used to be. NBC's faith in personalities has been badly placed in this instance.

Last month, NBC, playing along with the singer who turned actor in the film, "From Here to Eternity," starred Mr. Sinatra in a new series, *Rocky Fortune,* and let him act, if you'll pardon a loose usage of the term. On Nov. 3 *To Be Perfectly Frank,* a quarter-hour twice-weekly live and recorded music show with Mr. Sinatra providing some informal commentary, was introduced by the network. *Rocky Fortune* didn't give any noticeable lift to radio drama, and judging from last Tuesday's broadcast of the newer Sinatra program, it isn't destined to win any prizes either.

To Be Perfectly Frank permits its star to vocalize or spin platters as he may wish. He did both last Tuesday. No complaint is forthcoming on either score. His record selections indicated that he has retained good taste in pop music. His live songs, without the help of polished orchestration that made him the idol of the bobby-sox set, were still easy enough to listen to. But in between live and recorded portions, came the so-called informal commentary, so painfully informal that the urge to turn the dial was almost insurmountable. It was intended to be a simple, easy, unhurried recitation. Instead, listeners got a stilted monologue too contrived and superficial to describe.

It's possible that Mr. Sinatra realized that the chatter his writer had dreamed up was as poor as it was. He shot through it, pausing for a breath only when survival depended upon it.

To Be Perfectly Frank has only one consoling aspect. It at least doesn't tax Mr. Sinatra's dramatic talent—one strong enough to withstand only a minimum amount of testing.

* * *

ARTHUR MURRAY DANCE PARTY

Network: NBC-TV
Time: Mon., 7:30-7:45 p.m. EST
Producer and Director: Arthur Murray
Assistant to the Producer: Colby Ruskin
Musical Director: Ray Carter
Sponsor: Consolidated Royal Chemical Corp.
Star: Katherine Murray
Guest (11/16/53): Groucho Marx

ONE of the most interesting, if not spectacular, shows on television these days is the *Arthur Murray Dance Party*. The quarter-hour weekly production, Monday evening on NBC-TV, is the brain child of Mr. Murray himself, top man in the dance lesson business, who serves the show as producer-director.

Mr. Murray, apparently as accomplished a businessman as he is a dancer, considered the eye appeal of a graceful couple on a dance floor and promptly negotiated for some tv time. That was a few years ago. His show, in much the same format that it now uses, has been on the air ever since joining the NBC-TV schedule last October in its current Monday evening time period.

As entertaining tv fare, the *Arthur Murray Dance Party* is so-so, far from good but not really bad either. The show depends largely on the ability of Katherine Murray, Mr. Murray's wife, who acts as hostess-star of each production. Mrs. Murray, an energetic, graceful and petite woman, tries her darndest but she does not have the versatility to carry an entire show. Her limitations as a performer are more obvious on certain occasions than on others. Last Monday she was at a particular disadvantage. Groucho Marx appeared as guest on the telecast.

Playing straight man for Groucho with any degree of success is quite an assignment. Mrs.

MRS. MURRAY, MR. MARX

Murray was not up to the job. When Mrs. Murray isn't playing the charming hostess she does a lot of dancing. In the background there are usually several pretty girls whirling around the floor with their partners. A feature on each show is the "mystery dance" during which viewers are asked to identify the name of the dance performed by Murray instructors and students. For the correct selection, the viewer gets two free dance lessons at the Murray studio closest to him. It is relatively safe to assume that during these instruction periods, the importance of additional lessons for this budding Astaire is given considerable stress.

This mercenary note provides a good lead-in to the commercial aspect of the *Arthur Murray Dance Party*. It is this aspect in which the program's interest lies. The Murray organization has hit on an idea that is surely every advertiser's dream come true. The program plugs not only the sponsor's product which in this case happens to be Liquinet, a hair preparation, but the Arthur Murray "product" as well. For all practical purposes Arthur Murray is being underwritten to promote his own business.

* * *

BOOKS

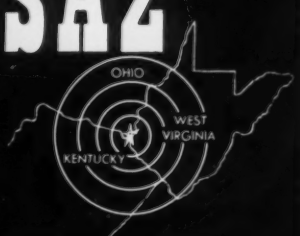
TELEVISION BROADCASTING by Howard A. Chinn. McGraw-Hill Book Co., 330 W. 42nd St., New York 36. 700 pp. $10.

A COMPREHENSIVE, practical guide to the technical aspects of tv, this book gives a view of equipment, systems and facilities in the broadcast station, in studio or field, and provides authoritative information on the good engineering practices and techniques of operating them.

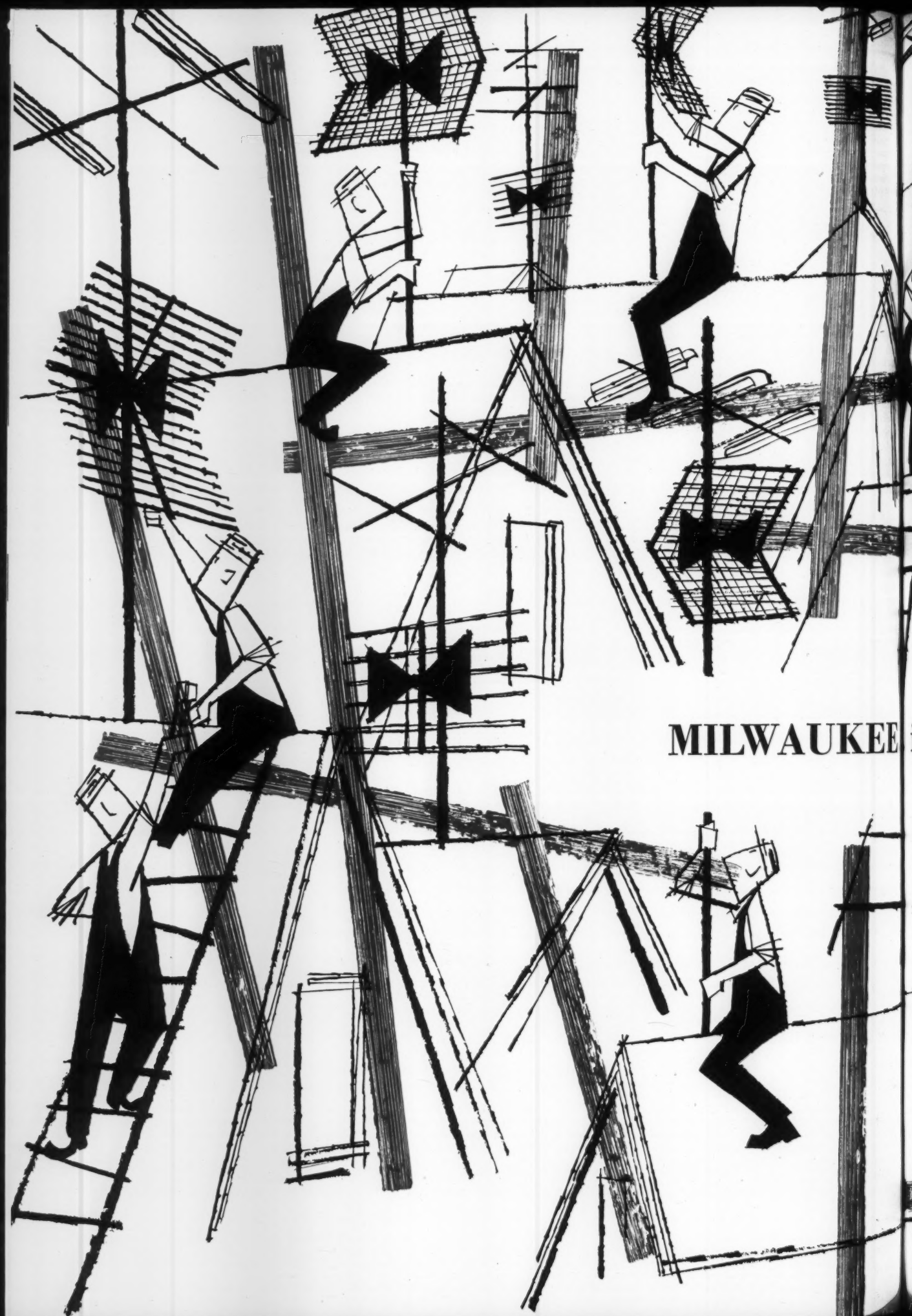
RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

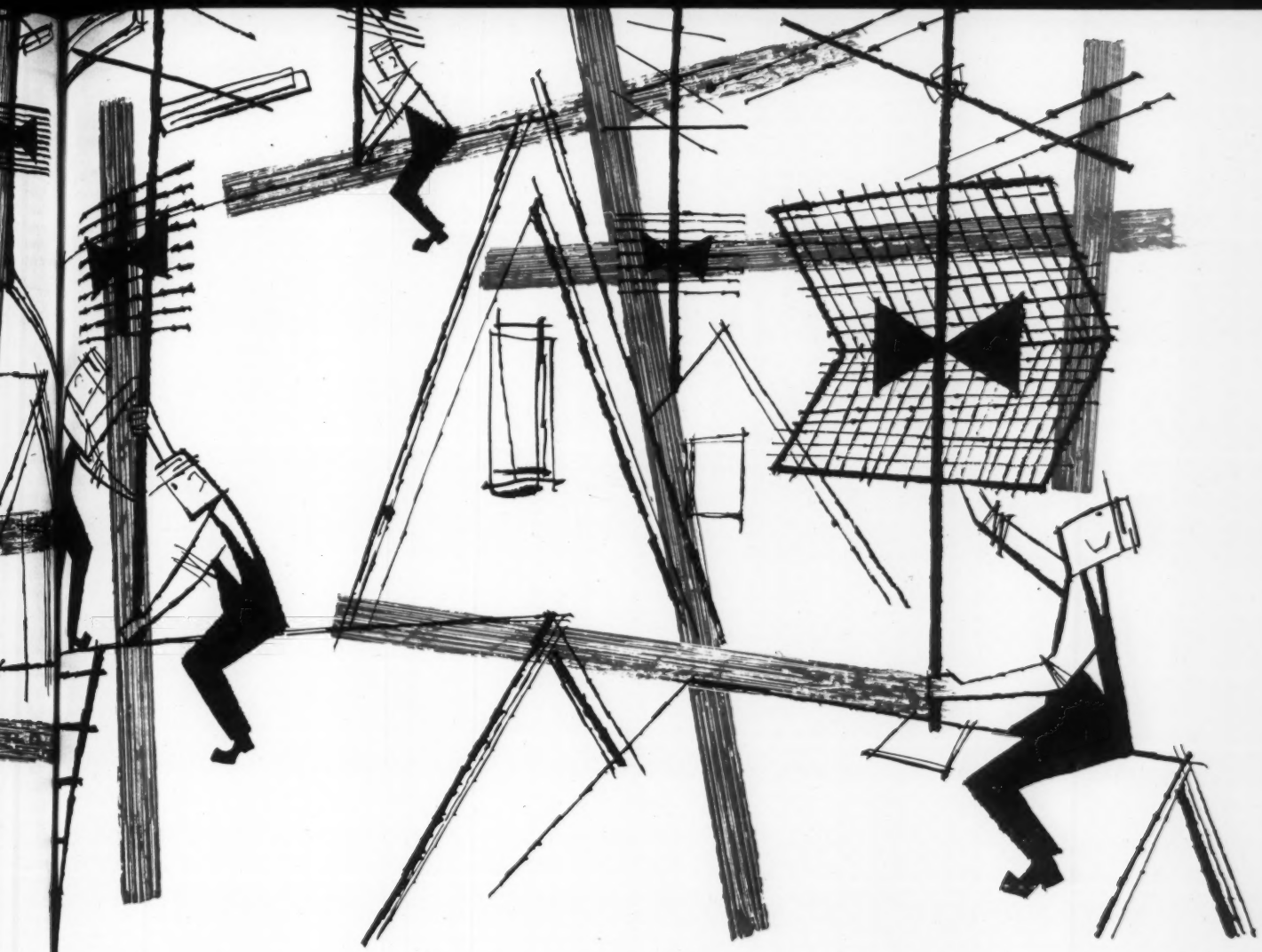
21
WSAZ
ORIGINATED
NEWSCASTS
per Day
keep
TRI-STATE
LISTENERS
tuned to
930 kc
in
HUNTINGTON,
W. VA.
★
(3 NEWSCASTS
AVAILABLE)

CONTACT
THE KATZ AGENCY, INC.

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY


MILWAUKEE



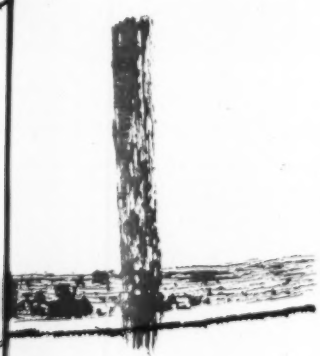
EE is the fastest growing UHF market in America

WCAN-TV MUSHROOMS OVERNITE NOW — every third home in Greater Milwaukee has UHF! Up to October 22nd (in just 7 weeks on the air) 29.6% of Milwaukee viewers added UHF-TV*. Servicemen and dealers told us so. An A.R.B. survey *proved it!*

Over 160,000 UHF sets in this rich and growing market. And there's more to come — every day — every week. Look to 50% conversion by Christmas — complete 100% by Easter.

Get your share of business on WCAN-TV — the CBS station that's bringing stars to the eyes of Milwaukee — and *increased* sales to its advertisers.

Write now for rate card and success stories.



CBS TELEVISION NETWORK

BASIC OPTIONAL

WCAN-TV

channel 25 Milwaukee

*American Research Bureau Survey — Week of October 22, 1953

REPRESENTED NATIONALLY by ALEX ROSENMAN, 347 MADISON AVE., N.Y.

Hitch your advertising to a star that . . .

Sells!

Olivia Browne
A personality with news about Memphis and the Mid-South particularly interesting to the ladies. A WMC-built star since 1940.
The Hour of Stars
Ziv's famous new show, with WMC built-in local integrations, Monday through Friday, 7-8:30 A.M.
"Bull" Durham
COMMERCIAL APPEAL agricultural editor with his farm program. WMC-built star since 1941.
Gene Steele
A romantic voice of particular interest to WMC's vast rural audience. A WMC-built star since 1937.
Aubry Guy
Emcee of WMC's platter chatter show, Dixie Merry-Go-Round. A WMC-built star since 1937.
Slim Rhodes
Mayor of Skunk Hollow and leader of the mountaineers' musical group. WMC-built star since 1943.

RECIPE:

Start out with basically sound talent, combine programming know-how of WMC, and expose it to the one million radio families of WMC's audience, and the result is a star that sells . . . for you.

WMC

MEMPHIS

NBC Affiliate — 5,000 WATTS — 790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

OPEN MIKE

Turkish Delight

EDITOR:

I thought you might be interested in knowing that we have had a surprising number of letters requesting information or submitting applications for a job as engineer specializing in broadcasting in Turkey. Most of these letters referred to the small item which I believe appeared on page 75 of the Oct. 5 issue of B•T.

Your notice, however, caused us a little trouble in the way of explanation to some of the writers as you stated it came under the Point 4 Program of this government when actually it was part of the United Nations Expanded Program of Technical Assistance. However, this was easily taken care of in our reply letters and I am actually writing this one to thank for you giving our notice some publicity and to tell you that the response was very good.

Francis Colt de Wolf
Chief, Telecommunications Policy Staff
Department of State, Washington, D. C.

Man Bites Dog

EDITOR:

Let's give credit where credit is due. Since we newsmen are first to holler (and darn well justifiably) when at the scene of a disaster involving some branch of the armed forces we are hindered in our attempt to give our listeners quick accurate coverage—it seems like a good idea to speak up when the reverse is true. The attached letter speaks for itself.

Hugh McCoy
KFAB Omaha

[EDITOR'S NOTE: Mr. McCoy attached a letter he had written to Lieut. Harry J. Dalton Jr., Information Service Officer, Offutt Air Force Base, Omaha, thanking him for "the quick, complete and accurate manner in which you provided us with facts on-the-scene at Springfield, Nebraska, when a C-45 crashed today." (October 28)]

Off The Record

EDITOR:

In your Oct. 26 issue Truman H. Walrod, Prog. Mgr., KRSD Rapid City, S. D., states he wants to ban the use of a recording company's name on the air if that company receives a change for their records.

Why not completely ban the playing of any records of a company asking a "disc jockey service fee"? Or, why not put the entire thing on a commercial basis? Stations buy the record at the regular price, and bill the company for full rate-card rate each time the record is played. Either charge the company the full time of the introduction and the time it takes to play the recording . . . or set a nationwide rate at the particular station's one time one minute rate for the live introduction and playing of the record. . . .

Bob Lee, Station Relations
WNGO Mayfield, Ky.

Speech Material

EDITOR:

Enjoyed your thorough coverage in the article on uhf receivers [B•T, Nov. 2].

J. Leonard Reinsch
Managing Director
The Cox Stations
Atlanta

Double Jeopardy

EDITOR:

Is radio being killed, or maimed badly by double and triple spotting? Are we turning listeners away from radio by this all-too-common practice? Will television follow suit and kill off viewers and listeners too?

In so many smaller cities, in order to get

revenue which should be secured through the proper rate structure, you will find double, triple, and sometimes quadruple announcements, one right after the other, and by the same voice. I've seen that same thing happen in television too, only it was a double commercial pictured one after another.

To begin with, the average radio station started off with rates that were too low to make money while running "good" radio. Then, if and when competition entered the picture rate cutting started, at least by one of the stations. The way I see it, we definitely are hurting our listeners by too much tape recording and too much double and triple spotting. . . .

N. L. Royster, Com. Mgr.
WGBR-WEQR (FM)
Goldsboro, N. C.

Call For Yearbooks

EDITOR:

We in the department of radio are trying to assist the university library in acquiring a complete set of BROADCASTING YEARBOOKS, from 1935 through 1951. The library placed an order with your publication for one of each of as many issues as you still had available. Since the file is not complete, could we, through the pages of B•T ask for assistance from broadcasters who may have some of the old YEARBOOKS available and who would be willing to give or sell us a copy for the years needed?

The years wanted are: 1935, 1936, 1937, 1938, 1940, 1941 and 1946. The others, we understand, will be supplied to the library by B•T. . . .

Wesley H. Wallace
U. of North Carolina
Chapel Hill, N. C.

Long Between-Halves

EDITOR:

I would like to report a radio broadcasting oddity, which I believe took place for the first time in high school football. On Friday night, Nov. 13 (I guess it was unlucky Friday) I did the play by play of the first half of the Pottsville at Hazelton High football game. It was postponed because fog settled and play was unable to continue. Pottsville led 9-6. The following Monday night, 72 hours later, after the players had eaten nine meals and practiced twice, we broadcast the second half of the game. Pottsville won 22-19 and with it the Keystone Conference title. . . . Can you top this? I doubt it.

Ed Romance, Sports Dir.
WPPA Pottsville, Pa.

Received and Read

EDITOR:

. . . I think your magazine is a boon to the industry and certainly covers its activities thoroughly. To date, I don't believe anybody has ever scooped you on anything of importance to broadcasters. It is certainly received and read with a lot of interest. . . .

Jules Herbuveaux,
Asst. Gen. Mgr.
WNBQ (TV)-WMAQ Chicago

Consistent

EDITOR:

. . . I would like to take this opportunity to congratulate B•T for publishing a consistently informative magazine.

Ralph Bubis
Evans & Assoc., Fort Worth

LEADING as Usual

in Metropolitan Birmingham

RADIO

More people listen Most to WAPI

according to PULSE, September-October

10 out of 10 Top Evening Shows

7 out of 10 Top Daytime Shows

WAPI

WAPI leads in 357 quarter hours out of a possible 504 a week (Monday-Friday, 275 out of 360)

WAPI leads in share of audience Morning, Afternoon and Night

The Voice of Alabama Clear Channel Birmingham

Represented by CBS Radio Spot Sales

TV

More people view WABT Most

according to TELEPULSE, October

12 out of Top 15 once-a-week Shows

9 out of Top 10 multi-weekly Shows

WABT

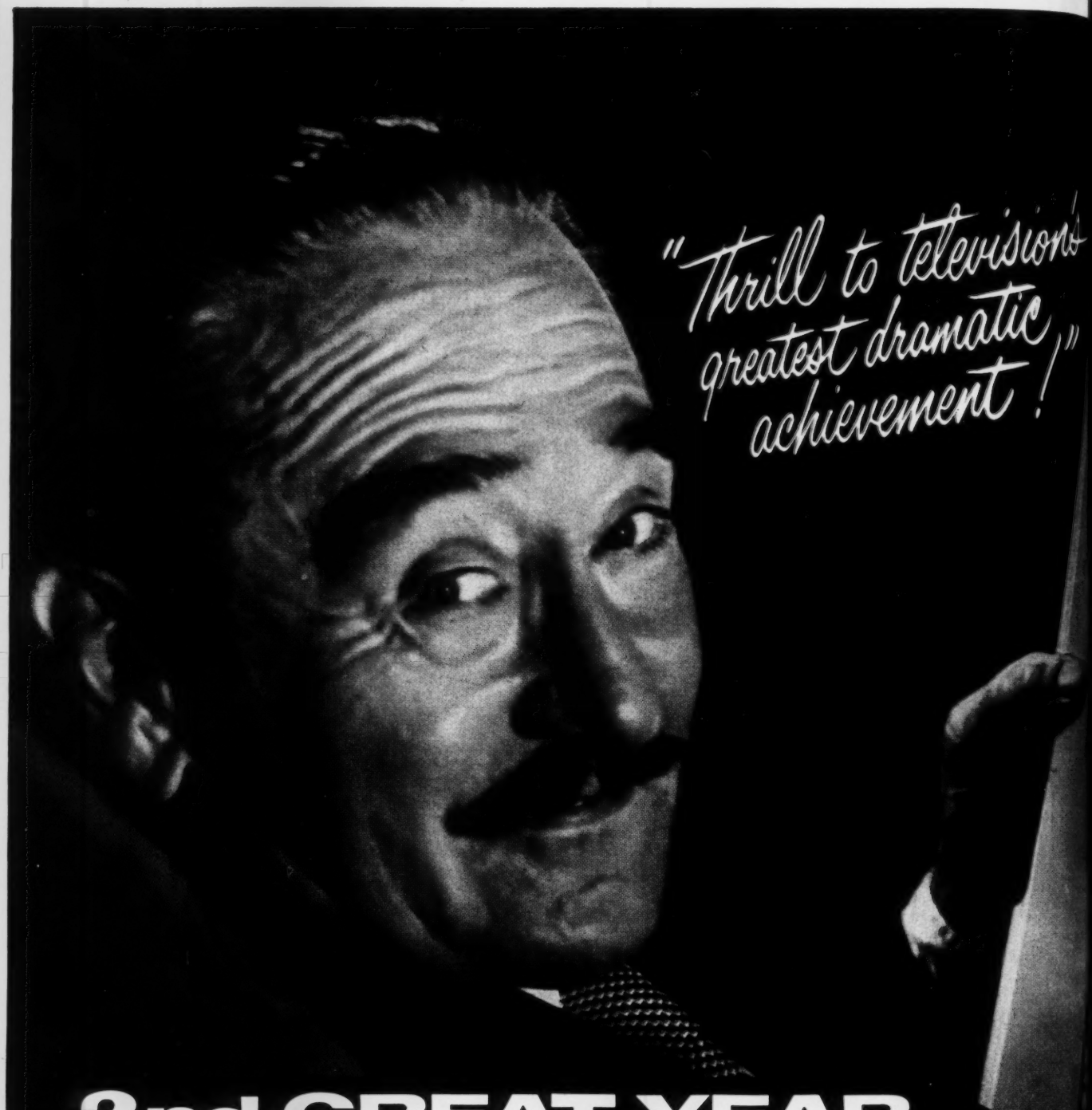
WABT leads in 381 quarter hours out of a possible 440 a week (Monday-Friday, 300 out of 320)

WABT leads in share of audience Morning, Afternoon and Night

A*labama's* **B***est in* **T***elevision* 316,000 Watts

Represented by CBS-TV Spot Sales

Get on the BANDWAGON!



2nd GREAT YEAR

NOW IN PRODUCTION!

These leaders have RENEWED FOR 2ND YEAR!

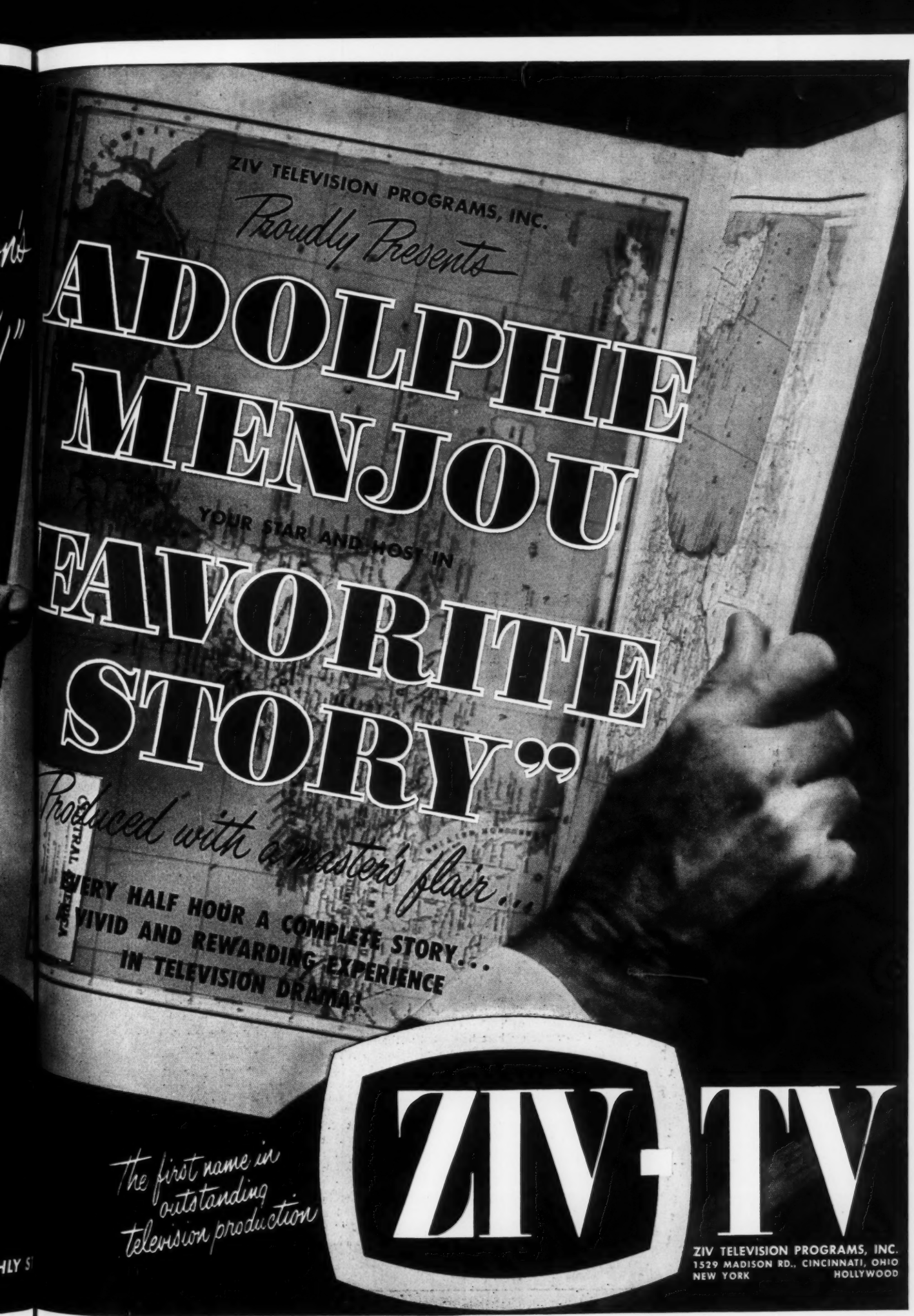
- **BLATZ** Beer in **3** markets
- **DREWRYS** Beer in **9** markets
- **OLYMPIA** Beer in **6** markets
- **GENESEE** Beer in **5** markets
- **SCHAEFER** Beer in New York City

TOP RATINGS in market after market!

- **SEATTLE—1st Place!**
  Sat. eve.—rates 53.3—Telepulse, June 1953
  Beats Robert Montgomery, Mr. & Mrs. North Eddie Cantor, Ford Theatre, Playhouse of Stars, This Is Your Life.
- **KANSAS CITY—1st Place!**
  Fri. eve.—rates 32.3—Telepulse, Aug. 1953
  Beats Philco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G.E. Theatre, What's My Line, Godfrey's Talent Scouts, Playhouse of Stars, Lux Video Theatre, Burns & Allen.
- **PITTSBURGH—1st Place!**
  Thur. eve.—rates 41.5—Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery.
- **SAN ANTONIO—2nd Place!**
  Tues. eve.—rates 26.3—Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen Kraft TV Theatre, Toast of the Town, Beulah, G.E. Theatre, Robert Montgomery, Lux Video Theatre, The Goldbergs.
- **WASHINGTON, D. C.—2nd Place!**
  Tues. eve.—rates 21.4—Telepulse, Aug. 1953
  Beats Danger, Break the Bank, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.
- **PORTLAND—2nd Place!**
  Tues. eve.—rates 58.5—Telepulse, Sept. 1953
  Beats Break The Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

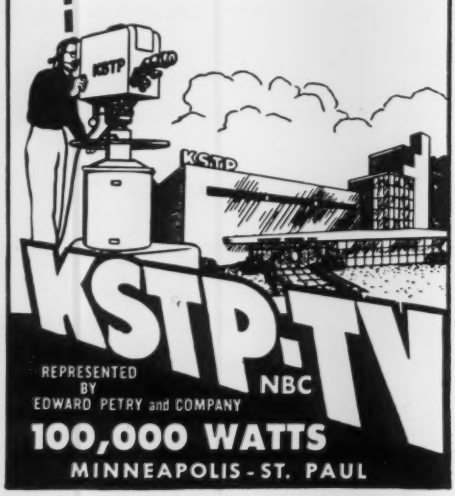
No. 1 FILM SERIES NATIONALLY!—Telepulse, August, 1953

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY S


ZIV TELEVISION PROGRAMS, INC.
Proudly Presents
ADOLPHE MENJOU
YOUR STAR AND HOST IN
"FAVORITE STORY"
Produced with a master's flair...
EVERY HALF HOUR A COMPLETE STORY...
VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!
the first name in outstanding television production
ZIV TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD

IN THE
Upper Midwest...

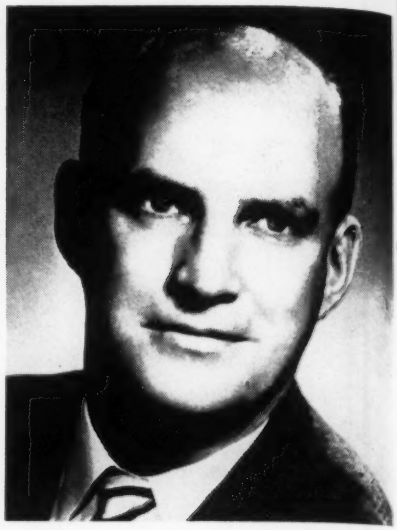
KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

our respects

to LEE HAMMETT



LEE HAMMETT of Western Advertising Agency is an advertising executive who believes "there's a whole lot of life in radio as far as farm advertising is concerned."

He once told a feed group: "You are reaching . . . in most cases . . . a larger number of farmers for your advertising dollar than you might realize . . . Radio messages . . . at the right time . . . are a proved way of feed advertising."

As newly-elected president of Western—37-year-old Chicago and Racine, Wis., advertising agency—Mr. Hammett is proud of the fact that over 60% of its diversified accounts have been in the house for over 10 years. And he will tell you that "radio has done a job for our clients," over half of whom are in the agricultural category and many others in the food and industrial fields.

An account executive of that agency since 1945, he was promoted to the top post in an election of officers announced Sept. 11. Former president G. B. Gunlogson of Racine, who headed the firm for 24 years, became chairman of the board.

While Western considers radio "a very healthy entity," it also is keeping a finger on the pulse of the nation's farmers with respect to televiewing and has conducted several surveys on tv's penetration, in addition to extensive product and market research studies. Conclusion: "Television will be a factor in reaching farmers . . . it's not yet the big thing it will be."

Mr. Hammett came to Chicago in 1936 by way of Kansas, Colorado and Missouri, after a solid background as advertising manager with a number of firms. Born in Lucas, Kan., on Oct. 4, 1907, he moved with his parents to Arvada, Colo. (a Denver suburb), at the age of 12.

His first business experience, in his early 20's, was with the Colorado Fuel & Iron Corporation, where he started in the steel sales department. The firm expanded its advertising department and wanted a "jack of all trades," as Mr. Hammett recalls it. He was chosen and proceeded to work on many jobs, from writing copy for the firm's house organ, pulling tearsheets, and "all the activities of a busy advertising department." It was here that he first became familiar with media problems. He stayed five years, rising to the post of assistant advertising manager.

After that, he joined Ted Levy agency in Denver as account executive. He handled a number of retail accounts (at a time and in a city whose agencies were heavily dependent upon such accounts) among restaurants, furriers, drug firms.

That was Mr. Hammett's first real brush with radio—he wrote copy and placed time.

In 1936 Dawe's Products Co. (milk products) induced the Kansan to come to Chicago. He was advertising manager for several years, then moved to Kansas City to accept a similar post with Nutrena Mills. He moved about over a seven-state area, placing radio time for the mills and helping develop what is now a common technique in the radio industry—the interview or living testimonial type of format.

In 1940 Mr. Hammett returned to Chicago and became associated with Simmonds & Simmonds, where he became vice president and radio director. He was involved in many phases of radio campaigns for various accounts, even to the extent of doing some recording for transcriptions.

Mr. Hammett came to Western in 1945 as an account man, working on such accounts as Allied Mills (Wayne feeds), a steady user of spot radio. Other radio and television advertisers handled by Western include DeKalb Agricultural Association, J. I. Case farm implements, West Bend aluminum, Nitragin Co., National Red Cherry Institute, Princeton Farms Inc., Vegemato vegetable juices, Bernard home canning supplies, Velsicol Corp., Petritz Foods and Illinois Mfrs. Assn.

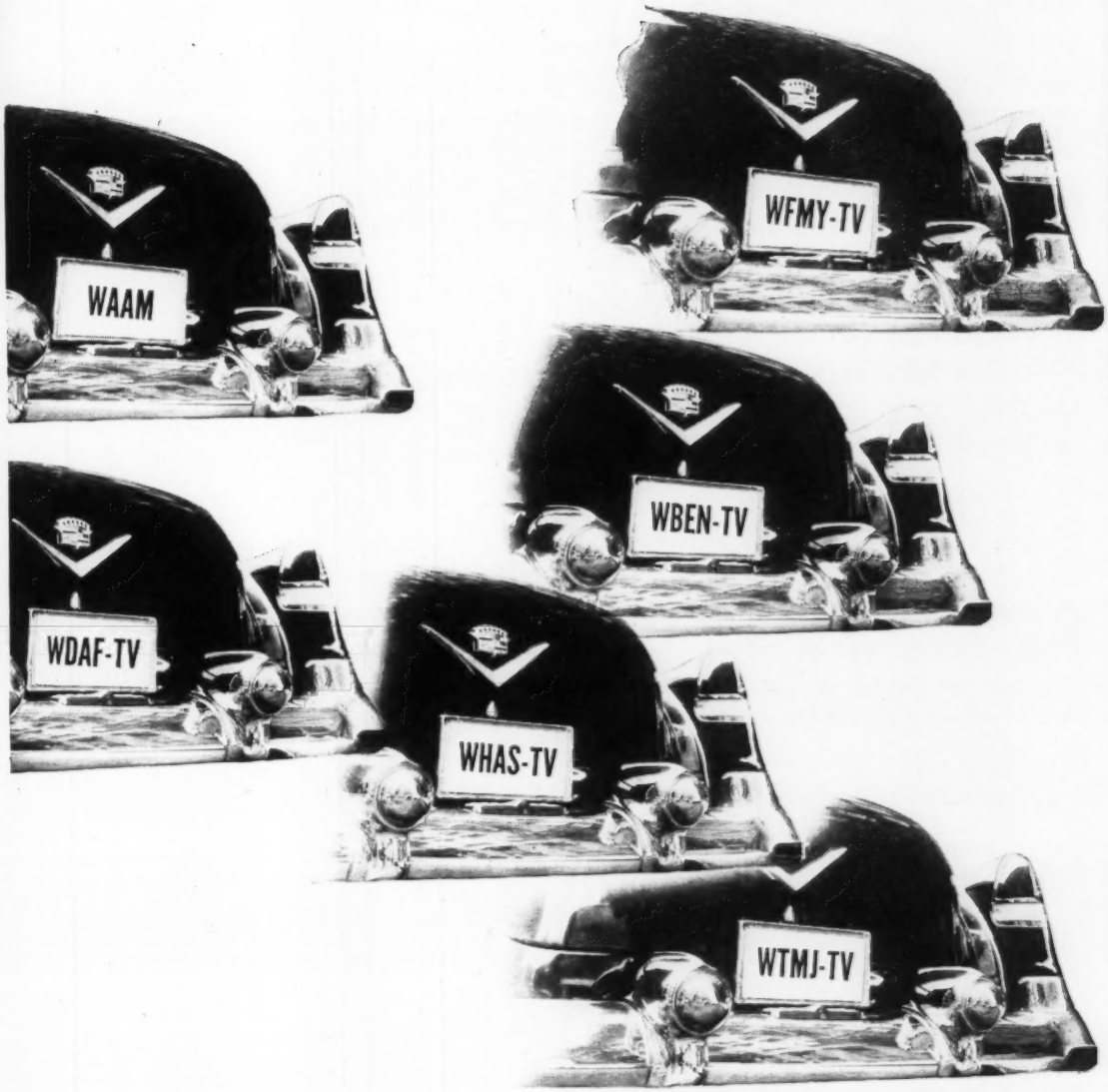
A past president of the Chicago Feed Club and membership chairman of the Chicago Agricultural Club, Mr. Hammett has been active with a number of surveys and made presentations before associations and other groups. In one survey, he found that of 250 Illinois retail dealers, 15 had their own radio program and 35 used spot announcements. In another—in Omaha—out of 112, six dealers had their own shows, 17 used spots. During each presentation, he stressed that radio is a "proved" medium for reaching farmers.

He has also carried the message to radio farm directors—as he did during the RFD's meeting in Chicago May 26. Among "opportunities" frequently overlooked, he lists: improved time periods, better adjacencies and an eye toward programming ("the program is a dynamic entity with elements of failure or long-time success within it").

Mr. Hammett asks farm directors what "we need to K-N-O-W." "K" is for "knowledge of markets you represent"; "N" is for "news of your markets"; "O" is for "opportunities on your station," and "W" is for "willingness to cooperate."

Mr. Hammett married the fromer June Madsen, well-known in photographic advertising circles.

They have a son Randall, 16 months. Mr. Hammett's hobbies are golf and amateur photography.



quality television stations

demand quality representation

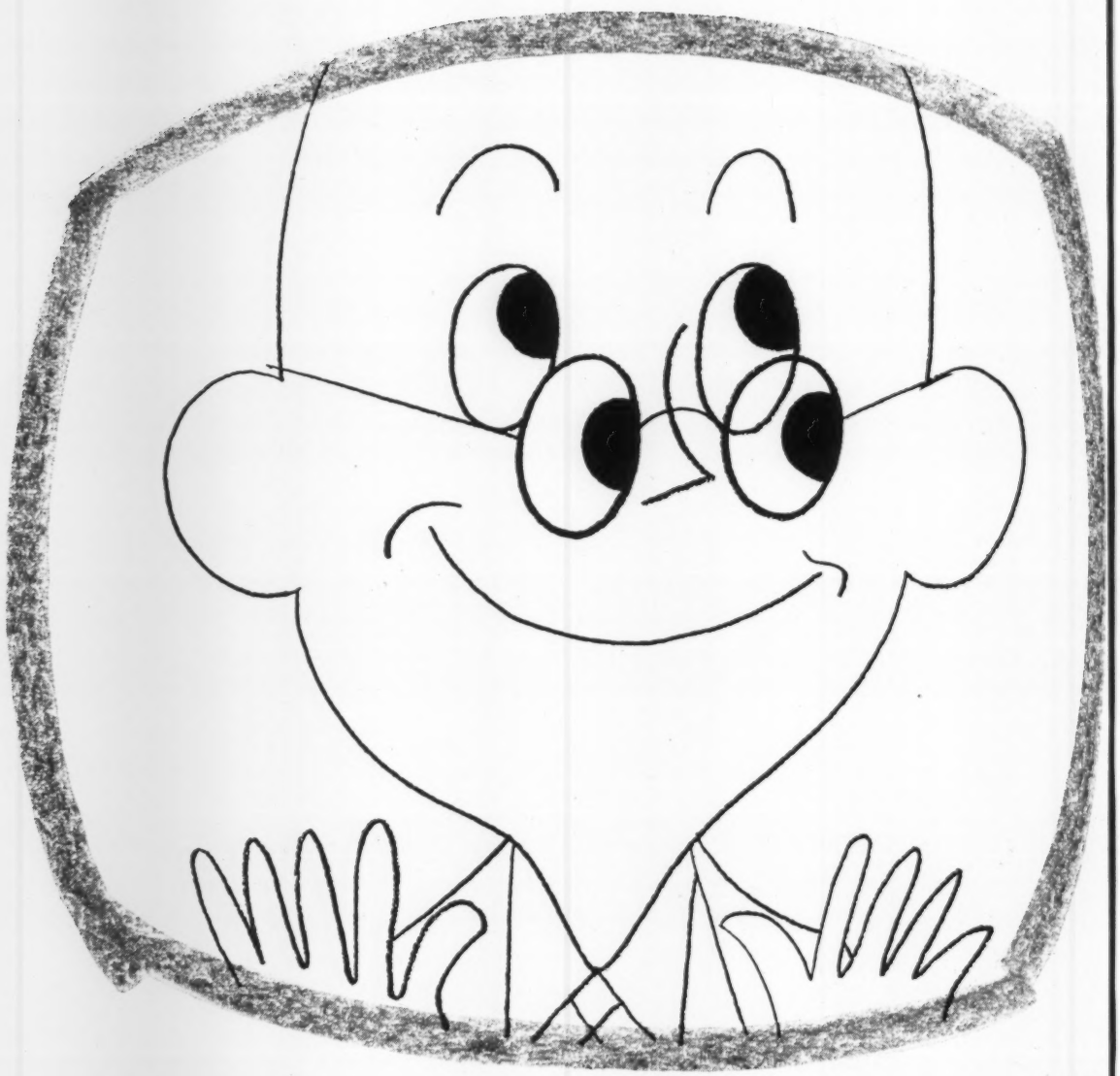
Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Television station representation—our *only* interest.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

take another look ...



at what's happened to WBBM-TV

You'll see at night–
8 of the "top ten"...
15 of the "top 20"...
shows are WBBM-TV shows.

While during daytime–
6 of the "top 10"...
9 of the "top 15"...
Mon-Fri shows are also WBBM-TV shows.

In top-ranking quarter-hours–
WBBM-TV again leads the field with 163
week-long first-place periods...
34% more than the second-place station...
More than the third and fourth stations *combined.*

Finally, you'll see that–
WBBM-TV delivers an average week-long
quarter-hour audience
31% larger than that of Station B...
38% greater than that of Station C...
A *whopping 79%* more than Station D.

WBBM-TV

All this in just 8 short months since *Chicago's Showmanship Television Station* took the air.

Scores of new advertisers are taking a long look at WBBM-TV... and they like what they see. From their example, you too may profit by calling your nearest CBS Television Spot Sales representative or WHitehall 4-6000 ... and see all the facts first-hand.

CHICAGO'S SHOWMANSHIP TELEVISION STATION
CBS OWNED
CHANNEL **2** *CHICAGO*

Source: Telepulse of Chicago, September, 1953

$2,000 IN PRIZES

MEMO TO: All ad agency television and radio people .....all advertising personnel of companies using television or radio.

FROM: KSBW-TV - KMBY-TV ..... CHANNEL 8. Salinas-Monterey, California

SUBJECT: "NAME THIS MARKET" CONTEST

You name it - and win a prize! $1,000 hard, cold cash if you come up with the name selected! We've racked (wrecked?) our brains for the all-inclusive name to most aptly describe this metropolitan market.

Seven basic towns, clustered in the Salinas Valley and Monterey Bay area, shut off by mountains (you know what that means in TV!) depend on CHANNEL 8 for television. It's separate and apart from any other California region.....a strong market by itself. It cannot be served from without. It must be served from within.

Salinas, Alisal, Monterey, Pacific Grove, Carmel, Watsonville, Santa Cruz - with a population of over 250,000; retail sales, $269,000,000; spendable income, $356,000,000.....plus the others served.. make a "MUST BUY" for sales in California.

Name it, and win:

1st Prize.....$1,000

2nd Prize	$500	5th Prize	$50
3rd Prize	$250	6th Prize	$50
4th Prize	$100	7th Prize	$50

Send to CHANNEL 8. Entries must be in by December 31, 1953, accompanied by 50 words or less as to why you selected the name. All entries become the property of Channel 8. Prizes will be awarded in January (in time to pay your Christmas bills).

Your Hollingbery man has complete details.

sharing time

KSBW-TV 8 KMBY-TV

SALINAS, CAL. MONTEREY, CAL.

Bernard Jack Kramer

on all accounts

BARNEY KRAMER, a partner in the Gresh & Kramer Advertising Agency, Philadelphia, developed his first interest in advertising when he published a neighborhood newspaper during college days. In addition to editing the paper, selling advertising, writing copy, and serving as collector, he also wrote short stories for pulp magazines—all in order to pay his way through college.

When Mr. Kramer graduated from Temple U. in 1939 he became an historian with the War Dept. In 1942 he entered the Army and went overseas as a correspondent. He established a base newspaper in Marseilles, and was on the staff of *Stars and Stripes*.

After his separation from the Army in 1946, Mr. Kramer became the advertising manager for a group of Ford dealers in Pennsylvania, New Jersey and Delaware. At that time he met P. Heim Gresh, who was then merchandising manager for the Ford dealers. One year later they formed a partnership.

The Gresh & Kramer agency now has a billing of well over a million dollars a year. Among the agency's radio and television accounts are Cremo Marshmallow Frosting, Hillcrest & Sobo Cigars, Spatini Spaghetti Sauce Mix, and Ideal Manufacturing Co., which sponsors the television fashion show *Pick Your Ideal* on WPTZ (TV) Philadelphia. This show began in 1949, and claims to be the oldest consecutively-sponsored fashion show in the country. Ernie Kovacs made his tv debut as m.c. on this show. Other accounts are Porto Rico Soft Drinks, which was able to increase its sales 24% the first year by using radio spots exclusively, and Jordon Home Freezer.

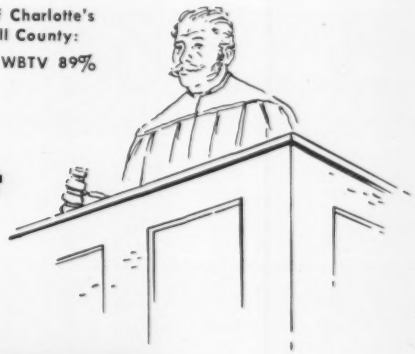
In September 1948 Mr. Kramer pioneered a late night sponsored news show on television, an 11 p.m. newscast with John Facenda on WCAU-TV Philadelphia. At that time it was believed that viewers would not stay up that late to watch a television news program.

Mr. Kramer believes that "in trying to reach the male segment of the audience no medium compares to radio in the early morning hours from 7 to 9 a.m.," and, "for direct measurable results in mail order or any advertising that requires an inquiry we find radio far superior to any medium on a cost per inquiry basis.

Bernard Jack Kramer was born May 18, 1917, and is married to the former Anita Nissen. He has two daughters, Karen and Jill. He makes his home in Mt. Airy, and is a member of the Television Assn. of Philadelphia. He plays golf in his spare time.

The rich county of which Statesville is the center took its name from James Iredell, Associate Justice of the first U. S. Supreme Court. Pronounced "Ear-dell" or "Eye-rdell"—it makes no difference to advertisers, for WBT and WBTV have the eyes and ears of Iredell.

Penetration of Charlotte's *Big 2* in Iredell County:
WBT 86% WBTV 89%



fourth city* in the Charlotte market

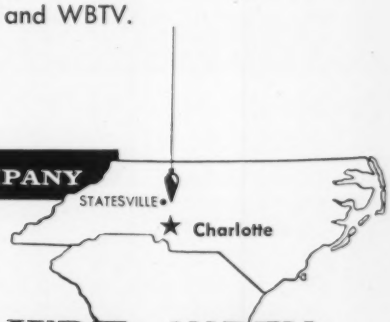
STATESVILLE, N.C.—as near to Charlotte as San Jose to San Francisco

Originally named "Fourth Creek", Statesville underscored its support of Carolina statehood by renaming itself in 1789. Today, the fourth most populous city in Charlotte's 50-mile ring of 1½ million population, Statesville is an integrated entity in the textile-furniture area of which Charlotte is the acknowledged metropolis. Realistic coverage of this fabulous market specifies Charlotte's *Big 2*—WBT and WBTV.

*1st—GASTONIA
2nd—KANNAPOLIS
3rd—ROCK HILL
4th—STATESVILLE

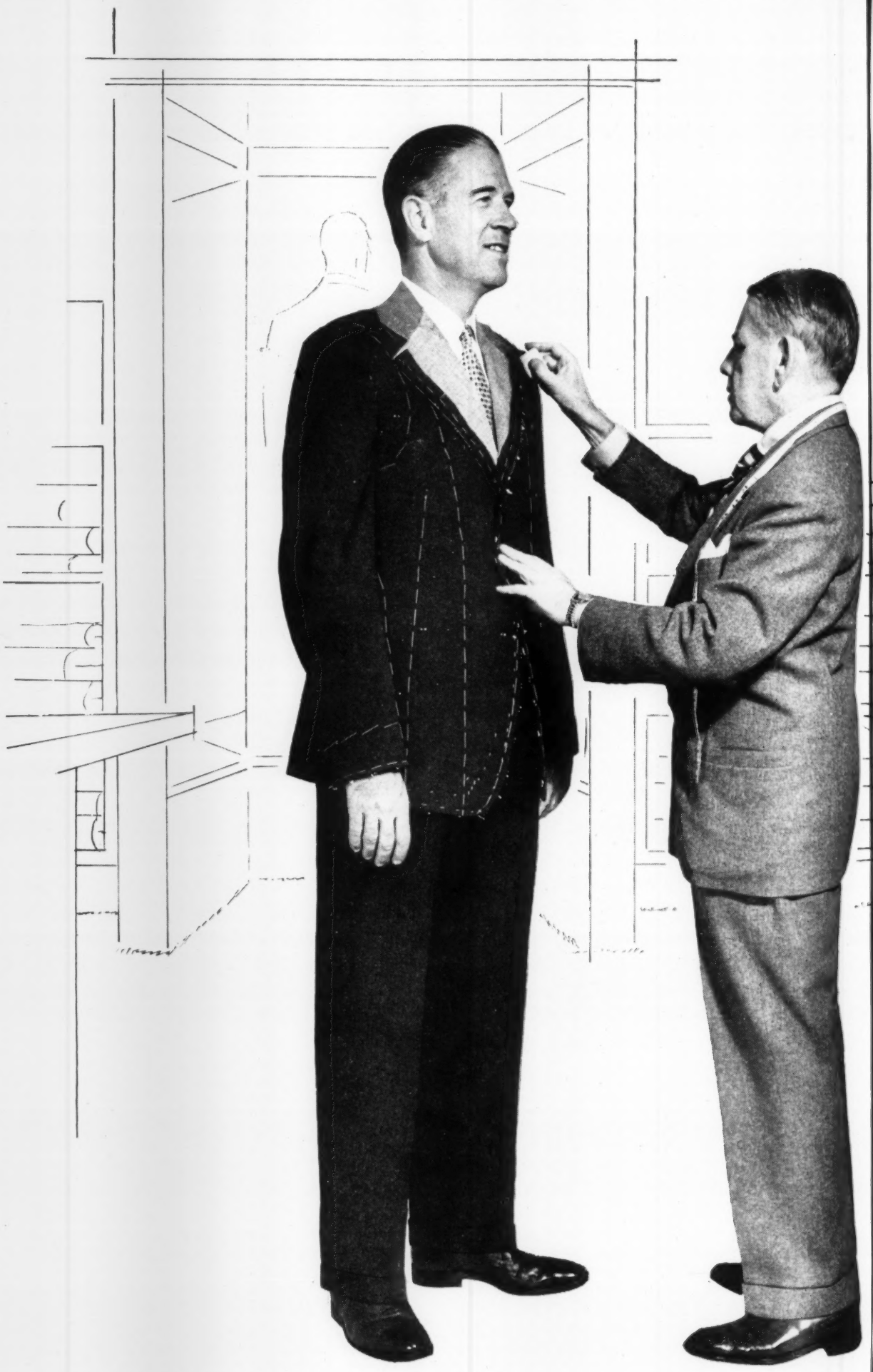
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales



WBT-WBTV

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET



Is Your Representation Made-to-Order?

There is no question that mass production plays an important role in our economic way of life. Yet everyone will agree that some things are still produced best by the individual skills of specialized craftsmen. Take a fine suit of clothes, for instance. The hard-to-fit as well as the easy-to-fit gentleman will unquestionably derive better results from custom tailoring.

The same made-to-order service holds true of national sales representation. Maximum sales potential is achieved only if sales activity is specifically tailored to fit the individual station requirements.

Only deep, careful analysis can unearth the special features, the specific advantages, one station has over all others. Only carefully administrated time and effort can develop a sales story patterned particularly for that station alone.

The custom service is one of the most significant aspects of Raymer Personalized Representation. It is rendered impartially to all Raymer stations, so that each receives his proper share of attention and business.

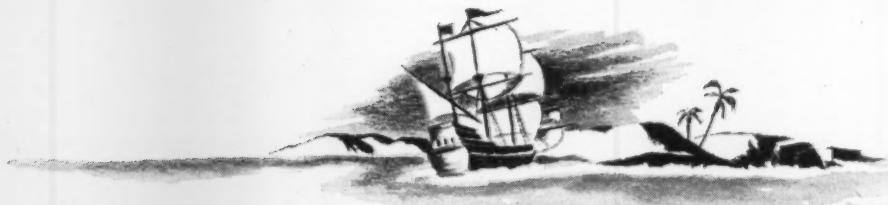
There is no better evidence of the results achieved by this made-to-fit service than the substantial percentage of sales it is producing for Raymer stations. You, too, may have qualities which could be developed and sold with our kind of made-to-order representation.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD



ADVENTURE–
WITHOUT BLOODSHED
THRILLS–
WITHOUT CRIME
RESULTS–
WITHOUT QUESTION

That's CAPTAIN FORTUNE!

Pete Abenheim loves kids. More than that, he respects them. And even more, Northern California's younger generation, from first grade to junior high school, love and respect him in his KPIX role of "Captain Fortune."

With enthusiastic parental approval they watch him and his young guests by the tens of thousands each weekday afternoon. With his puppet pal, John O'Copper, he takes them on daily flights of fascinating fancy, a soldier of fortune in distant worlds, new worlds for kids to conquer.

Those same tens of thousands of kids have been making his sponsors happy for going on three years, setting sales records your Katz man will gladly tell you about. Captain Fortune can be *good* fortune for you in Northern California.

CBS

kpix 5
CHANNEL

SAN FRANCISCO, CALIFORNIA

... affiliated with CBS and DuMont Television Networks
... represented by the Katz Agency

BROADCASTING TELECASTING

November 23, 1953 Vol. 45, No. 21

GENERAL ACCORD KEYNOTES NBC-TV AFFILIATES MEETING

Though a few problems cropped up in connection with new selling techniques and film distribution methods, the Chicago sessions endorsed the constructive strides made by NBC. New programming plans also were unveiled and an affiliates committee was set up to meet with the network Dec. 11.

NBC-TV projected anew its plan for revitalized sales and programming patterns to its affiliates last week and was rewarded with an "enthusiastic" endorsement of the proposals espoused by Brig. Gen. David Sarnoff at the network's "crisis" meeting with tv affiliates this past summer in Princeton, N. J.

Meeting in closed session in Chicago for a two-day business conference, the NBC-TV Affiliates Committee reviewed progress since the Princeton sessions and heard network executives outline further details designed to strengthen NBC in competition with CBS and other networks.

The affiliates group, holding its first general meeting since last May, in a resolution expressed confidence in "NBC's leadership" on the television front and praised the network for "sound and progressive" policies "carried fully into effect" under Gen. Sarnoff's inspiring leadership.

If there were any defections in NBC's affiliate ranks, they were not apparent. And most of the affiliates seemed satisfied with NBC's bid to strengthen its programs and entice new advertisers into the fold. The committee noted emphasis on programming, salesmanship, promotion and research, and procedures for network-affiliates cooperation.

There were dissidents, of course, but the committee's attitude seemed to be that of desiring to play ball with the network on the basis of spiraling revenue from new business since Princeton, ratings which showed NBC in a more favorable light in comparison with CBS shows and its plans for strengthening certain time segments, which until now admittedly have been "vulnerable."

Aside from this weakness in some time periods, it was apparent at the meeting, held Tuesday and Wednesday in the Drake Hotel, that NBC still faces a few other thorny problems, among them affiliates' approval of the proposal to sell advertisers small time periods, the controversial ROSAH (run of schedule advertising-holidays) plan, calling for announcements and NBC's syndicated film division.

Weaver Speaks for NBC

Where Gen. Sarnoff had spearheaded a drive to seek affiliate support at Princeton, the network this time sent Sylvester L. (Pat) Weaver, vice chairman of the board and head of NBC-TV Network programs, to the Chicago meeting.

When the sessions were over, Walter Damm, WTMJ-TV Milwaukee, who heads the affiliates group, announced appointment of an executive committee to meet again with network officials in New York Dec. 11. Mr. Damm said they would meet "to lay mutual procedures for future operations." From "time to time," he said, other committees will be set up "if needed" in the industry.

He will head a committee comprising its three officers, three representatives from "basic" stations and three others from the "optional" group. Mr. Damm denied a report that the affiliates would set up so-called "daytime" and "nighttime" programming committees.

Serving with Mr. Damm are: Officers—Clair R. McCollough, Steinman Stations, vice chairman, and William Fay, WHAM-TV Rochester, N. Y., secretary-treasurer; basic stations—Jack Harris, KPRC-TV Houston; E. R. (Curly) Vadeboncoeur, WSYR-TV Syracuse, N. Y., and Harold P. See, KRON-TV San Francisco; optional stations—Joseph Rohrer, KRDO-TV Colorado Springs, Colo.; Fred Mueller, WEEK-TV Peoria, Ill., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

Officers will serve three years and other members one year each.

Text of the affiliates' resolution follows:

Whereas, we, the television affiliates of the National Broadcasting Co., have had our first general meeting with NBC representatives since the Princeton, N. J., meeting in May, and have considered the progress of the NBC Television Network since that time;

Be it resolved: That we reaffirm the resolution adopted at Princeton expressing our confidence in NBC's leadership and our enthusiastic endorsement of its program as outlined to us at that time by Gen. Sarnoff.

In the short space of six months, this program of action has been carried fully into effect. Under the direction of Gen. Sarnoff, and with policies that are both sound and progressive, NBC is leading the way in the development of television as a service of maximum value to the public and maximum effectiveness to the advertisers.

While sparing no effort or expense in the bringing to reality the new art and industry of color television, NBC has devoted itself to the maintenance and enlargement of its pre-eminence in creative programming, salesmanship, promotion and research and to the establishment of procedures for the most productive cooperation between the network and the affiliated stations.

NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and confirm our conviction that it is on the threshold of the greatest period of achievement in its history.

We unanimously endorse the presentations

NBC affiliates confer during meeting: (l to r) Frank Cummins, program director, and Alvin D. Schrott, general manager, WJAC-TV Johnstown, Pa.; H. McIntosh, NBC station relations; William Bates, general manager, WDAF-TV Kansas City, Mo.

AMONG executives at NBC tv affiliates conference in Chicago's Drake Hotel last week were (l to r): G. Bennett Larson, president and general manager, KDYL-TV Salt Lake City; Paul Hancock, NBC New York, and Thomas Knode, manager of NBC station relations.

of the NBC representatives as reports of outstanding progress, and with this expression of confidence in Gen. Sarnoff and the organization he heads, we adjourn our meeting.

Representing the NBC speaking contingent, along with Mr. Weaver, were John K. Herbert, vice president in charge of network tv sales, and Jacob Evans, director of advertising and promotion activities.

NBC's various sales plans were outlined by Mr. Weaver in a question-and-answer session Tuesday afternoon and in greater detail Wednesday afternoon in a prepared talk. Most controversial are the network's plans to sell blocks of seven and a half minutes on the *Kate Smith Show* to advertisers and spots (under ROSAH) in five programs in the 10 a.m.-12 noon non-sustaining period [B•T, Oct. 26].

Mr. Weaver

Mr. Weaver admitted there are problems with respect to the *Kate Smith* segment but reportedly told affiliates they would be resolved in time. He also acknowledged that the 10:30-11 a.m. and 5-5:30 p.m. time segments are vulnerable. It is in the daytime periods that NBC has felt itself to be weak. Affiliates generally have been favorable to the ROSAH plan according to Mr. Weaver. NBC sales plans are being tailored to lure small advertisers and to capitalize on seasonal business.

But some affiliates admittedly are concerned over the network's blueprint for the *Smith Show* which apparently would necessitate a revision of its rate structure covering 5, 7½ and 15 minute segments to correct disparities in proportionate charges, with some of them feeling it constitutes an infringement on their spot time and, therefore, their spot revenue possibilities.

The *Smith Show* sales plan has 7½ minute segments at 20% of the hourly rate—a factor that has drawn criticism on the grounds that the network rate schedule sets up a higher charge (25% of the hourly rate) for shorter segments (five minutes).

But NBC-TV authorities maintain that the 7½-minute sales offer, which also is used on *Your Show of Shows*, is designed to attract participation sponsors to those specific shows, and that accordingly the lower rate is justified. Five-minute blocks sold elsewhere in the schedule are not participations, they point out.

At one point in Wednesday's meeting, one broadcaster, referring generally to NBC's sales plans based on the Weaver "editorial" time concept, expressed resentment of Mr. Weaver's remark—apparently made at other meetings—that "something is better than nothing." The broadcaster said such practice of underselling tv by special rates and other means would be unthinkable in the newspaper field. He alluded generally to flexibility which NBC has sought to introduce as a feature of its plans.

Highlights of NBC's new program innovations are:

• The network's morning soap opera block 10-12 noon, will continue, but *Glamour Girl* will be replaced in the 10:30 a.m. slot.

• The new women's feature, *Home*, will debut Jan. 18, as an hour-long show starting around noontime with possible expansion, Monday through Friday, involving a reshuffle of *Bride and Groom*. The show will be sold in participations as on *Today*, which has proved such a financial success.

Each charter sponsor on *Home* will be allowed, within limits, to designate a special day which is important to him from a sales and promotion standpoint—to kick off a special campaign, for example—and on that day that sponsor will have all the commercials on the show.

• *Atom Squad* will be replaced from 5-5:30 p.m.

Programming plans also include a sizable array of production talent, according to Mr. Weaver. He also reported on *Today*, which he said reaches 50% of all homes "cumulatively," and "hopes" it may someday hit 100%.

Mr. Herbert reported that *Today*, with Dave Garroway, has the highest gross of any NBC-TV offering and will gross some $5 million this year. The original estimate made at Princeton was $3.75 million. He said 40% of the program has been sold for the first quarter of next year.

Other highlights, on ratings:

• *My Little Margie* on Wednesdays has a rating of 25 compared to 10.6 last year.

• *This Is Your Life* outpulled CBS-TV's Pabst fights, according to Nielsen October data.

• NBC has boosted its ratings about four points on Thursday evenings, while CBS-TV has dropped seven points—presumably on an average basis, it was reported.

Mr. Herbert reported addition of seven and a half new hours sponsored for daytime periods since last May, or a gain in sponsored hours of 20%. Annual gross billings for NBC-TV will be 20% ahead of its total for 1952. As of November, gross was 22% ahead of November 1952.

There are prospects for additional sales that would sell out NBC's 11 a.m.-12:15 p.m. segment and evening hours are sold out as previously reported, Mr. Herbert said. He reportedly asked affiliates to go along with the flexibility concept in sales patterns to bring in new advertisers.

Mr. Evans reported on a forthcoming survey whereby NBC will select a vhf city "which anticipates television within six months" and interview prospective set purchasers on their brand-name merchandise buying habits. Same market will be studies again six months after the station takes the air.

PRE-LUNCHEON confab during NBC-TV affiliates meeting in Chicago last week brought together Walter Damm (r), WTMJ-TV Milwaukee, chairman of the group, and John T. Murphy, vice president in charge of tv operations, WLWT (TV) Cincinnati.

Mr. Evans also reviewed NBC-TV's three aggressive promotion campaigns in recent months, including trade and newspaper advertising.

Mr. Weaver again explained his editorial concept as applied to tv programming, with advertisers sharing the cost of programs. He felt it was especially important with the advent of color tv and expressed belief that television must have sales flexibility to progress. He predicted NBC will attract many "heavy goods" firms in the medium.

Subject of shows sold by NBC's Tv Film Division also cropped up. Some affiliates complained that the network's *Dragnet* was being resold to competing network broadcasters under the title *Badge 714* and was used in local newspapers as a competitive weapon against them, with ads reading "an NBC Film Network Show."

Can't Guarantee First Refusal

Robert Sarnoff, vice president in charge of the division, explained that his organization must sell films to any one station that requests them, and that NBC could not guarantee first refusal rights to its affiliates. He noted that the network must grant so-called film residual rights in order to get most properties and that talent requests them.

NBC was able to give refusal rights on its celebrated *Victory at Sea*, because it owned the series, but that was not true of *Dragnet*.

With respect to time to advertisers in established programs on a spot participation basis, some affiliates in smaller markets observed they have not been carrying such shows as *Howdy Doody*, *Show of Shows* and *Kate Smith*—presumably because of the limitation on advertisers' distribution and budgets.

A total of 52 stations out of NBC's 126 operating tv affiliates were represented at the meetings, which also drew Harry Bannister, vice president of NBC station relations, and other network officials from New York.

The conference opened with a luncheon Tuesday and the afternoon meeting was thrown open for floor discussion. Affiliates met in closed session Wednesday morning, launching the meeting with a discussion of ROSAH. They also took up network presentations and exchanged views on the sales and program plans. They went back into meeting after network talks late that afternoon, setting up the new executive committee and adopting the resolution "unanimously" on NBC's leadership.

Attendance at NBC-TV affiliates meeting (excluding network executives):

Harold P. See, KRON-TV; John M. Outler, Marcus Bartlett, J. Leonard Reinsch, WSB-TV; Bill Wagner, Ernest Sanders, Fred Reed, Mark Wodlinger, WOC-TV; George Norton Jr., Nathan Lord, WAVE-TV; Louis Read, WDSU-TV; Tony Provost, WBAL-TV; William Swartley, George Tons, WBZ-TV; Edwin K. Wheeler, WWJ-TV; William Schroeder, WOOD-TV; Stanley E. Hubbard, KSTP-TV.

Bill Bates, WDAF-TV; George M. Burbach, KSD-TV; Frank Fogarty, Howard Stalknaker, Payson Hall, WOW-TV; William Fay, WHAM-TV; Robert Hanna, Ray Welpott, WRGB (TV); E. R. Vadeboncoeur, WSYR-TV; John T. Murphy, B. C. Barth, Ward Quaal, WLWT (TV); Allen Haid, William Rine, WSPD-TV; P. A. Sugg, WKY-TV.

Alvin D. Schrott, Frank P. Cummins, WJAC-TV; Clair R. McCollough, WGAL-TV; Roland V. Tooke, WPTZ (TV); Norman Gittleson, WJAR-TV; H. W. Slavick, WMCT (TV); Irving Waugh, WSM-TV; Martin Campbell, Ralph Nimmons, James Moroney Jr., WFAA-TV; Harold Hough, WBAP-TV; Jack Harris, KPRC-TV.

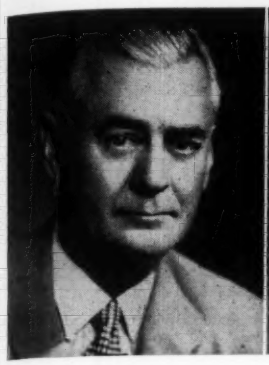
Hugh A. L. Halff, WOAI-TV; Ben Larson, Douglas Clawson, KDYL-TV; Wilbur Havens, Walter A. Bowry Jr., WTVR (TV); Lawrence Rogers, WSAZ-TV; Walter J. Damm, Russ Winnie, George Comte, WTMJ-TV; Al Holman, William Pape, WALA-TV; Gene De Young, KERO-TV; Joseph Rohrer, KRDO-TV; Douglas D. Kahle, KCSJ-TV.

Fred Mueller, WEEK-TV; Harold W. Froelich, Elmer Balaban, Milton Friedland, WTVO (TV); Bob Lemon, Sarkes Tarzian, WTTV (TV); Jack S. Atwood, WCSH-TV; G. David Gentling, KROC-TV; Ed Craney, KXLF-TV; Harold H. Thoms, WISE-TV; Vern Nolte, WHIZ-TV; David Baltimore, WBRE-TV; Evans Nord, KELO-TV.

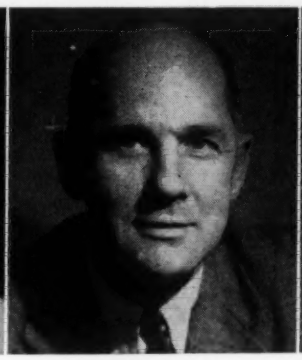
Howard Fry, KFDX-TV; Thomas P. Chisman, WVEC-TV; James H. Moore, WSLS-TV; R. O. Dunning, KHQ-TV; Robert W. Ferguson, WTRF-TV.

CECIL & PRESBERY TO REALIGN TOP POSTS WITH CECIL TO BECOME CHAIRMAN

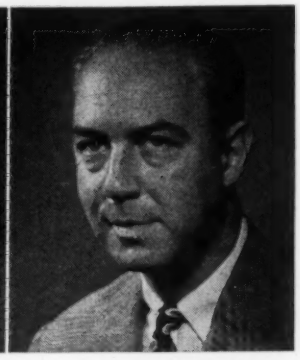
Jan. 1 changes at agency also will find Thomas J. Maloney as president and Samuel Dalsimer executive vice president.



Mr. Cecil



Mr. Maloney



Mr. Dalsimer

REALIGNMENT of top executive positions at Cecil & Presbrey, New York, was announced last week by James M. Cecil, president of the agency. Changes become effective Jan. 1.

Mr. Cecil will become chairman of the board of directors, succeeding Charles Presbrey, who has been inactive at the agency for the past several years. Thomas J. Maloney, executive vice president, becomes president, while Samuel Dalsimer, senior vice president, moves up to executive vice president. Edward B. Noakes, chairman of the executive committee, and David C. Thomas, treasurer, retain their same positions. J. D. Tarcher, senior vice president, holds his title and becomes secretary.

Mr. Cecil continues as senior member of the management group.

Six More Executives

Due to the agency's rapid expansion in recent years, it was explained, the executive committee —which is composed of all the executives listed above—will be expanded to include six additional members. They are: James Clark, vice president and art director; Guild Copeland, vice president and copy director; Archibald M. Foster, vice president; Frank Gilday, vice president and director of radio-television department; Frank McCord, vice president and director of research and merchandising, and Harry Parnas, vice president and media director.

"The agency has experienced spectacular growth since the war, much of it attributable to successful exploitation of television as a new medium of advertising," the announcement said.

Nothing but Plush

EXCLUSIVE club for members of the electronics industry has been opened in Chicago. Billed as "The Gaslight," the club is owned by the "Secret 16," whose founder, Dr. Burton Browne of the advertising agency of the same name, says its membership includes "some of the best-known men in the industry"—but in this case anonymous. "The Gaslight" is at 816 North Rush St.; its appointments include many turn-of-the-century pieces, including a solid mahogany bar said to have survived the Great Chicago Fire of 1871. Members have their own keys—sandwiches go for five cents—electrified gaslights are on the walls. "This is how a saloon *should* be run," says the Secret 16.

KNXT (TV)'s Moskovics Advises Retailers on Tv

Advertisers must be prepared to put cash and effort into television, he states, adding that 'prize hours' are only for those who can compete with high-budget network shows.

BASIC considerations underlying a decision to use television and some fundamental considerations on how to utilize the medium successfully were given by George L. Moskovics, manager of television development for CBS' KNXT (TV) Hollywood, when he discussed "Television as a Sales Promotion Tool in Retailing" before the California Retailers Assn. in the Los Angeles Biltmore Hotel Monday.

Mr. Moskovics pointed out that the principal ends sought were: (1) to select the merchandise to be promoted on the basis of the normal interests and desires of the television public the program would be designed to reach; (2) the proper presentation of that merchandise in order to bring out every point of advantage to the buyer, and (3) most important of all, the intense training of the personnel who would do the actual selling on the air.

Must Take Full Advantage

It was Mr. Moskovics' contention that if a retailer felt he could not profitably provide the facilities and personnel to take full advantage of the known selling ability of tv, then it would be a wasteful use of the medium. "Television costs too much to be wasted," he said.

He stressed the fact that the "so-called prize nighttime hours when big audiences were available" are not necessarily the best for a retailer unless the store operator is prepared to spend enough money on programming to compete successfully with the high-budgeted network shows being telecast at those peak periods.

It was his suggestion that the early morning hours might prove more profitable for retailers. For institutional, prestige-building programs a once-per-week half-hour or full hour might prove sufficient, he said, adding that for day-in, day-out hard merchandising a schedule of five or six times a week and certainly not less than three times per week would be called for.

Cautioning the retailers against being too ambitious in their programming, Mr. Moskovics urged that they limit themselves to what can be done well within their budgets rather than reach out for more elaborate forms of programming which under the budget could be done only indifferently.

Reiterating that the choice and training of selling personnel should be the most important task of the retailer, he further stressed that the actual program content be left to the professional experts in the business. The merchant himself, as an expert professional in the selling field, should control and train his television sales personnel, Mr. Moskovics concluded.

Antell's Rosen Credits 'Pitch' Ads for Success

HOW Charles Antell Inc., starting from "scratch," built up a $10 million business through the use of "pitch" advertising on radio and television, was explained last week to a joint meeting of the Washington, D. C., Advertising and Sales Executives Clubs by Leonard Rosen, Antell vice president.

Mr. Rosen, who with his brother Jack as vice president-treasurer and Charles D. Kasher as president, began pitch tv advertising in July 1950 [B•T, Jan. 19] for Antell's hair preparations, Formula #9 and Antell's shampoo, said the firm's advertising messages were developed by constant streamlining of a 20-year-old pitch formula.

The Antell vice president said his firm now uses 250 tv stations. Before the tv thaw, he said, Antell at one time was using 650 to 700 radio stations and 63 tv stations.

The elements of good business that have helped Antell to grow to its present size, he said, are "a good product, good advertising, good management and good luck." He attributed the success of the Antell radio and tv commercials to their entertainment and educational value and their selling power.

Acknowledging that radio and television have done a lot more for Antell than the printed media, he said the firm is working on printed advertising formulas which Mr. Rosen expects to pay off better than the broadcast media in Antell's long-range plans.

BREAK TIME during rehearsal of Coca-Cola's *Coke Time* brings out a three-way conversation among (l to r) Paul Louis, radio-tv vice president for D'Arcy Advertising Co.; Eddie Fisher, singing star of *Coke Time*, and Robert Kesner, Coca-Cola's radio-television manager. The show is on NBC-TV.

Cards-Cubs Coverage Plans Undergo Study and Review

KMOX St. Louis reportedly is set to carry the complete 154-game slate and spring training schedule of the St. Louis Cardinals. Anheuser-Busch Inc. (also owner of the Cards) would pick up the tab for a regional network. Agency involved is D'Arcy Adv. Co.

Extent of the network, however, was held in abeyance because of other circumstances, chiefly the effect of the Supreme Court decision that baseball is a sport and not subject to anti-trust laws and possible action on Capitol Hill. These topics probably will be discussed at a National League baseball meeting next month. Current plan is to extend coverage beyond the 90-station setup of last year. Harry Carey again will handle play-by-play.

This past year WIL carried the Cards' games under sponsorship of Griesedieck Bros. (beer). Purchase of the Cards by the Budweiser firm foreshadowed an inevitable change in sponsors. Griesedieck has shifted agencies, from Ruthrauff & Ryan to Krupnick Assoc., effective Jan. 1.

The Midwest Baseball Network, which carried Chicago Cubs games this year under Liggett & Myers (Chesterfield cigarettes) sponsorship, also hangs in the balance. **WIND Chicago,** originating outlet for the network, may announce plans in the next fortnight.

It was reported Liggett & Myers, handled by Lennen & Newell, New York, may share the 1954 tab with another advertiser. Coca-Cola Co., through its bottlers or dealers, reportedly may be interested. D'Arcy also handles the Coca-Cola account.

CONTRACTING 25th consecutive year's contract for the weekly *Standard Hour* on NBC Western Network are (l to r): seated, Stewart Brown, manager of public relations, Standard Oil Co. of California; John K. West, NBC Western Division vice president; standing, Walter G. Tolleson, account supervisor, network sales; Don Jones, assistant program manager, Standard Oil Co.; Adrian Michaelis, sponsor's program manager, and Jay Smith, assistant manager of public relations for the oil concern.

NEW BUSINESS

Swift & Co. (Pard dog food), Chicago, signs to sponsor NBC-TV's *Kukla, Fran & Ollie* weekly for 52 weeks, starting Dec. 20. With sponsorship, program will move into Sun. 3:30-4 p.m. EST period now occupied by Ford Foundation *Excursion* program, which will switch to *Kukla, Fran & Ollie's* current Sun. 4-4:30 p.m. EST slot. Agency for Swift: J. Walter Thompson Co., Chicago.

Miller Brewing Co., Milwaukee, will sponsor Robert E. Sherwood's first teleplay, "The Backbone of America," over 151 stations of NBC-TV on Dec. 29, 8-9 p.m. EST. Production will originate from Burbank, Calif., with Adrian Samish as producer. Agency: Mathisson & Assoc., Milwaukee.

General Motors Corp., Detroit (Cadillac cars and GMC trucks), which sponsors the NCAA football tv schedule on NBC-TV, will sponsor coverage of Army-Navy football game from Phila. on Nov. 28 on NBC Radio as well as NBC-TV, with coverage starting on tv at 1:15 p.m. EST, and on radio at 1:25 p.m. EST. Agency: Kudner Agency, N. Y.

Johnston & Johnston, L. A. (Koracin pain relieving tablets), started *Bob Garred News* on 65 ABC Radio Western and Mountain stations, Mon., Wed., Fri., 7:30-7:40 a.m. PST, for 52 weeks from Nov. 16. Agency: Frank J. Miller Adv., that city.

Griesedieck Bros. Brewery Co., St. Louis (Griesedieck Beer), starts Mon.-Fri. quarter-hour programs starring western entertainer Tennessee Ernie on 26 midwest stations for 13 weeks from Nov. 2. Programs will be recorded in Hollywood and shipped to stations. Agency: Ruthrauff & Ryan Inc., Chicago. (B•T Nov. 9 reported 64 stations would be used.)

Campana Sales Co. (cosmetics and toiletries), Batavia, Ill., to sponsor Mon. broadcasts in new thrice-weekly *Julius La Rosa Show* on CBS Radio (Mon.-Wed.-Fri., 7:35-45 p.m. EST), effective Jan. 18. Agency: Wallace-Ferry-Hanly, Chicago.

Puritan Co. of America, Chicago (ReaLemon juice), will sponsor one-half of Tuesday and Thursday segments of *John Daly and the News* (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST), starting Dec. 1. Agency: Schwimmer & Scott, Chicago. **Whitehall Pharmacal Co.** (Bisodol and Anacin) sponsors half program across-the-board.

Allis-Chalmers Mfg. Co., Milwaukee, will sponsor for sixth consecutive year high points of International Livestock Exhibition in Chicago over NBC-TV on Dec. 1, 3-4 p.m. EST. Agency: Bert S. Gittens Adv., Milwaukee.

Socony-Vacuum Exploration Co., Calgary, Alta., has started *NBC Orchestra* weekly on 20 Trans-Canada network stations for 22 weeks, Sun. 8-9 p.m. Agency is Cockfield, Brown & Co. Ltd., Toronto.

RENEWALS

Revere Copper & Brass, N. Y., has renewed alternate-week sponsorship of *Meet the Press* (NBC-TV, Sun., 6-6:30 p.m. EST) for 13 programs in 25 weeks, effective Jan. 10, 1954. Agency: St. George & Keyes, N. Y.

Snow Crop Marketers, Division of Clinton Foods Inc., N. Y., has renewed sponsorship of its share of 10:15-10:30 a.m. EST, portion of *Arthur Godfrey Time* (CBS Radio, Mon.-Fri., 10-11:30 a.m. EST; CBS-TV, Mon.-Thurs., 10-11:30 a.m. EST). Snow Crop sponsors 15-minute period on alternating schedule of Tues. and Thurs. one week on tv and radio; Mon. and Wed. following week on tv and radio, and Fri. on radio exclusively. Agency: Maxon Inc., N. Y.

AGENCY APPOINTMENTS

Norwich Pharmacal Co., Norwich Conn., appoints Benton & Bowles, N. Y., to handle its NP-27, athlete's foot remedy. Media plans will be announced after first of the year. All consumer advertising for company is now handled by B & B.

Cone Mills Inc., N. Y. (textiles, cottons, corduroys, cotton flannels, denims), names Dowd, Redfield & Johnstone, N. Y., as its advertising agency, effective Jan. 1.

Spatini Co. (dry spaghetti sauce) appoints Gresh & Kramer, Phila., to conduct fall promotion campaign. Tv spots will be used in selected eastern areas.

Su-San Sportswear and **Pola Enterprises** (industrial sewing machine attachments) name Leonard Oxenberg Adv., Phila.

Conard-Pyle Co. (growers of "Star Roses") and **Heli-Coil Corp.** (stainless steel screw thread inserts) appoint Aitkin-Kynett Co., Phila.

National Vulcanized Fibre Co. (vulcanized fibre and laminated plastics) names Harris D. McKinney Inc., Phila., to handle advertising.

Bronz Bakeries, L. A. (frozen Danish pastry) appoints Beckman, Hamilton & Associates, same city. **Emil Reisman** is account executive.

Vagim Packing Co. (Plump & Meaty raisins, dried fruits) and **Jeffers Mfg. Co.** (Jeff's Original fishing lures) appoint Russell W. Lake Adv. Agency, Fresno, Calif.

Mountain States Telephone & Telegraph Co., Denver, names Arthur G. Rippey & Co., same city. Radio and tv will be used. Account executives are **Clair Henderson** and **James S. Holme.**

Mission Appliance Corp., L. A. (water and space heaters), appoints Factor-Breyer Inc., that city. Radio-tv campaign is planned for firm's new Pyro-Glass lined water heater.

MERCHANDISING HELPS FILM ADS TO SELL

NBC Film Division's Jay Smolin tells workshop group 'good' results can become 'excellent' when merchandising is an added service for advertisers. He cites Kenyon & Eckhardt survey.

"COMMERCIALS are only the first phase of a client's sales efforts in radio or television," Jay Smolin, advertising and promotion manager, NBC Film Division, said Thursday evening at the November workshop session of Radio & Television Executives Society in New York.

"The superimposing of merchandising on the advertising makes the difference between fairly good results and excellent results in most cases," he said. He pointed out that this principle holds good regardless of whether the client is a national advertiser with a million-dollar broadcast budget or a local concern spending $100 a week for a syndicated program.

Murray Heilweil, manager of NBC's Merchandising Dept., said the realization that it is no longer enough to put a good show on the air in a good time period and let it go at that led to the organization of the NBC merchandising organization, with 12 field men throughout the country and the support of all NBC affiliate stations.

The reason it is NBC's—or any medium's—business to get into merchandising and not leave it up to the advertiser, he said, is that the goal of any advertising campaign is to sell goods and the more the medium does to help make its use successful the better chance it has of getting more business from that client.

Asked what per cent of its gross income a local station should spend for merchandising services, Mr. Heilweil said there is no fixed amount as it would differ with the size of the market, the type of station and a number of other factors. Pressed for a more specific answer, he finally said that 5% would probably be a fair average, although it would vary appreciably from station to station.

He cited the tv station merchandising survey conducted by Kenyon & Eckhardt and published in the 1953-54 TELECASTING YEARBOOK as showing how widely merchandising services offered by stations vary. (The K & E radio station merchandising survey results will be published as a supplement to the Nov. 30 issue of B•T).

Messrs. Smolin and Heilweil displayed the various merchandising materials and services offered by NBC to its national and local radio and tv clients, pointing out that merchandising support for a broadcast campaign is available to all NBC advertisers at reasonable cost.

Don McClure, workshop chairman, announced that the next meeting, Dec. 10, would be a color tv demonstration staged by NBC.

Brazilian Buys 'Gems'

SCREEN GEMS, New York, has announced that J. B. Amaral, owner and operator of Radio Record in Sao Paolo, Brazil, and who is scheduled to begin tv operation shortly in that city, has purchased *Music to Remember* and *Screen Gems' Tv Disc Jockey Films* series.

MPTV to Handle Police Series Produced in France in Color

PLANS for producing in Paris 117 half-hour dramatic programs in color for distribution by Motion Pictures for Television during the next three years were announced last week by Edward D. Madden, vice president and general manager of MPTV's film syndication division.

The series will be produced by Etoile Productions Inc., Paris, which is owned by actors Louis Jourdan and Claude Dauphin, and Andre Hakim and Joe Eisinger. Messrs. Jourdan and Dauphin will star in the series, which will be produced by Mr. Hakim and written by Mr. Eisinger.

Titled *Paris Precinct*, the series will be based on true stories of the French police. The dialogue will be in English.

Mr. Madden said production on the series will not begin until May 1, 1954, in order to permit Mr. Jourdan to fulfill a commitment for a Broadway play. It is expected that the series will be made available to tv stations by September 1954.

Hornsby, National Begin Film Series on Baseball

NATIONAL Productions Inc., Washington, D. C., subsidiary of Robert J. Enders Inc., advertising agency, last week shot the first of a scheduled weekly series of quarter-hour tv films starring Rogers Hornsby, all-time baseball great, featuring interviews and demonstrations with major league baseball players on various aspects of baseball technique.

The show, *Rogers Hornsby's Baseball School*, according to Robert L. Friend, producer, will give instructions to youngsters on baseball but will have entertainment value for both youths and adults. Mr. Hornsby will operate a school in Florida where he will accept two boys in different age groups from each community where the tv show is sponsored for a four-week training period each year. Co-star is Bob Wolff, Washington sportscaster.

Robert J. Enders of National Productions said it has not been decided whether the show will be on a network or syndicated to stations. Mr. Hornsby, who will be an associate in National Productions, has served in various major league managerial positions in recent years.

Gray Suggests Prizes For Tv Film Commercials

ESTABLISHMENT of awards for television film commercials was recommended last Thursday by Arthur Gray Jr., president of Michael Myerberg Productions, New York, as a step toward encouraging a higher standard of film production.

Mr. Gray urged this move at the monthly luncheon meeting of the National Television Council in New York and suggested that the council be the spearhead for such an industry development. He proposed that awards be made for live acting, cartoon animation, three dimensional animation (puppets and similar devices) and any combination of the three.

Displayed at the meeting were film sequences produced by Myerberg Productions which used electronic puppets. Mr. Gray said commercials employing this device now are being made available to sponsors.

According to Mr. Gray, Michael Myerberg, founder of the company, has spent some $750,000 to perfect the electronic puppet technique, which will be used in the company's forthcoming technicolor musical film, "Hansel and Gretel." He listed among the advantages of the device its eventual low cost to sponsors after repeated use of the puppet films.

UTP-WABD Plan Provides For Unlimited Film Use

NEW PATTERN for use of tv films by stations was claimed last week by Aaron Beckwith of United Television Programs in disclosing details of a sales transaction completed between UTP and WABD (TV) New York.

Terms of the contract, negotiated by Mr. Beckwith and Norman Knight, general manager of WABD, call for 69 *City Assignment* films on a one-time basis, plus unlimited runs for two years of 52 *Royal Playhouse*, 26 *Counterpoint* and 13 *Hollywood Off Beat* films. Total price was said to be about $150,000.

Mr. Beckwith said the stipulation permitting the station to use the strips as often as desired over a two-year period indicates a new trend for stations as well as a new sales approach for distribution companies. He noted UTP

ABC Film Syndication staff met Nov. 11 in New York for the first national sales meeting of the network's newly-created division. Conferring are (l to r): seated, Joseph Greene, traffic manager; George T. Shupert, vice president of ABC Film Syndication; Robert E. Kintner, ABC president; Lee Francis, promotion, advertising and research; Frank Freeman, administrative assistant to Mr. Shupert; standing, John B. Burns, Chicago sales office supervisor; Patrick W. Rastall, Chicago sales office; William L. Clark, western manager; Don L. Kearney, national sales manager, and John Callis and Nat V. Donato, both of the New York sales office.

currently is negotiating with other stations for sales on a similar basis.

"It seems to me," Mr. Beckwith said, "that this sale highlights the point that the public will accept re-issues. We know it will be of great help to stations because by continual use the cost per film is gradually liquidated to quite an extent."

FILM SALES

Video Pictures Inc., Hollywood, announces sale of half-hour filmed *Hank McCune Show* in three new markets, bringing the total to 34. Sponsors are **Bowman Dairy Co.,** WBKB (TV) Chicago, for 13 weeks from Oct. 25; **Ford Dealers,** WTVP (TV) Decatur, Ill., for 13 weeks from Oct. 20; **Contractors Heating Co.,** KKTV (TV) Colorado Springs, for 26 weeks from Nov. 9.

•

Commonwealth Film & Television Inc., N. Y., announced last week it has completed transactions for sale of its package of cartoons, serials, shorts, westerns and feature films to WTTG (TV) Washington, WXEL (TV) Cleveland and WIFE-TV Dayton.

PRODUCTION

Mark VII Ltd., Burbank, has completed shooting on "The Christmas Story" for NBC-TV's *Dragnet,* which has been processed in Pathecolor by **Pathe Labs.** This is in line with the production firm's plan to start filming in color.

•

Commodore Productions & Artists Inc., Hollywood, according to **Walter White,** president has has signed a contract with **Dan Liu,** chief of the Honolulu police department, to produce a half-hour tv film series based on the departmental files titled *No Escape.* To be filmed in 35mm Eastman color in the Islands, production is scheduled to start in February, weather permitting. **George Brent** is expected to be signed to portray the leading role of the investigator with Chief Liu doing the opening and closing of each film.

•

Roy Rogers Productions, Hollywood, has completed the final 10 films in the 1954-55 season of 66 half-hour programs for NBC-TV *Roy Rogers Show,* sponsored by **General Foods (Post Cereals Div.),** through **Benton & Bowles Inc.**

•

Studio City Television Productions, Hollywood tv film production subsidiary recently formed by **Republic Pictures,** has started filming *Outlaws of the Century,* initial series of a proposed 52 half-hour programs. **Jim Davis,** star of recently completed Republic feature film, "The Fortune Hunter," enacts the leading role of a railroad detective. Assigned to the tv series are **William Witney,** director, and **Edward White,** producer.

•

Frank Wisbar, upon completion of current schedule as producer-director of NBC-TV *Fireside Theatre,* moves over to **Bing Crosby Enterprises,** Culver City, Calif., to serve in the same capacity on six half-hour films in CBS-TV *General Electric Theatre.* Production starts the first week in January. Following the temporary assignment, Mr. Wisbar will return to film-making under banner of **Frank Wisbar Productions.**

CERTIFICATE stating that *Royal Playhouse* has passed the million dollar mark in sales is presented to Basil Grillo (seated), executive vice president, Bing Crosby Enterprises, series' producer, by Wynn Nathan (l), national sales manager, United Television Programs Inc. Charles B. Brown (c), BCE vice president in charge of sales, and Homer Duerr, treasurer, BCE, witness the ceremony.

Screen Gems Inc., Hollywood, is completing shooting on "For Value Received" for inclusion in NBC-TV *Ford Theatre* series. Co-starring **Peter Lawford** and **James Whitmore,** the film script is produced by **Michel Kraike,** by **Erna Lazarus.**

•

SIGNING of **Claudette Colbert** to a contract to appear in a situation comedy tv series to be produced by **Rockhill Productions** was announced last week by **Stanley J. Wolf,** Rockhill president. Production on the series is to begin on the West Coast the first week in January, with each film budgeted for an estimated $30,000. The contract was negotiated by Mr. Wolf and **Don A. Davis,** Rockhill general manager, and **Charles Wendling,** Miss Colbert's agent.

•

Robert Maxwell Assoc., Hollywood, is set to film a new half-hour tv series in color, based on the files of the Royal Canadian Mounted Police and financed by **All-Canada Broadcasting-Telecasting Affiliates.** Latter firm will retain all Canadian tv rights while Mr. Maxwell retains remaining world rights. Exteriors will be shot in Canada and interiors at Goldwyn Studios, Hollywood. The Canadian group also has a 50% financial interest in *Lassie,* color tv film series produced by Mr. Maxwell and now being set for distribution.

•

Hal Roach Sr., under the banner of **Hal Roach Studios Inc.,** Culver City, Calif., plans to enter active tv film production next month with *Hollywood Four Star Theatre.* This half-hour series will feature four name actors in rotating star assignments, backed by players Mr. Roach expects to develop as a permanent video film stock company.

•

Family Films Television Inc., Beverly Hills, has been signed to produce third *This is the Life* half hour tv film series for **Lutheran Television Productions** on behalf of **Lutheran Church—Missouri Synod.** Shooting starts in January at KTTV (TV) Hollywood, for 1954 fall release.

•

Miller Brewing Co., Milwaukee, has contracted **Jerry Fairbanks,** Hollywood, to produce "With

There ng," a 60-minute feature film in color
he list public relations service and later to be
f prod available for tv. Agency is **Mathisson &**
rks. **Inc.**
tis
ers

Fo s j, Memphis, has been signed by **Hallmar oductions Inc.,** Hollyw d, to film a pilot gram in proposed half-hour video series, *linquent Angels,* based on the court cases of **Judge Camille Kelley.**

DISTRIBUTION

Cheshire & Assoc., Hollywood, will handle eleven western states' distribution of *Capsule Mysteries,* new series of 78 five-minute films being produced by **Charles Michelson** in Montreal. With **Glenn Langan,** co-star on former NBC-TV *Boss Lady,* as star, the series is being readied for Jan. 1, 1954 release.

•

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to "The Seven Ravens," all-puppet feature film version of the Grimm fairy tale, release of which is being timed for the Christmas season. Additionally acquired is "Michael O'Halloran," feature film based on the Gene Stratton Porter novel which was produced by **Julian Lesser.**

•

Barney Gerard, former producer for Monogram Productions (now Allied Artists), has acquired tv film rights to "Jiggs and Maggie," the **King Features** cartoon strip by **George McManus.** Under the Monogram banner, he produced and co-authored five feature films based on the strip, which is syndicated in over 600 newspapers. Tv production plans have not been scheduled.

•

Virgoian Productions, L.A., has completed a 26 quarter hour open-end travelogue series, *Hollywood is the World,* to be distributed by **Sterling Television Corp.,** N. Y.

RANDOM SHOTS

Helena Productions, Hollywood, has been formed as subsidiary of **Revue Productions,** that city, itself a subsidiary of **Music Corp. of America.** Termed an "empty corporation," an MCA spokesman said it was designed merely "to ease the legal angle" and no active production is contemplated at the moment. Revue, meanwhile, this week resumes filming on CBS-TV *Meet Mr. McNutley,* ABC-TV *Pride of the Family, Pepsi-Cola Theatre, City Detective* and *Kit Carson.*

•

Tom J. Corradine & Assoc., Hollywood, has been named to represent **Official Films** in 11 western states, Hawaii and Alaska, according to **Herman Rush** of the distribution firm. Among the film packages being offered is *Colonel March of Scotland Yard,* new series starring **Boris Karloff.**

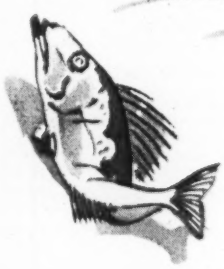
•

Hispano Continental Films of Mexico, headed by **Frank S. Leyva** and **Albert Scheff,** has opened Hollywood headquarters at 6404 Hollywood Blvd. The distribution firm currently has 46 feature films in Spanish and 4 in English.

•

Olympus Film Productions Inc. (formerly Bert Johnston Productions) has moved to new studios at Chicksaw and Warner Streets, Cincinnati.

The certain and the unknown . . .



in Paul Bunyan Land!

The rigors of ice fishing in our below-zero weather are for hardy souls. All day on the ice in the uncertain belief that fish are congregating twelve feet down under the ice and water . . . can only be justified as sport.

Unlike the walleyes—our people are predictable. The majority of them in 89 counties will tune to WCCO-Radio more than to any other station; and, in our television area, a like proportion will watch WCCO-TV.

The profitable place to drop a sales line!

—The Paul Bunyan Buy! **WCCO**

MINNEAPOLIS CBS ST. PAUL

TELEVISION 100,000 WATTS CH. 4
(Free and Peters)
RADIO 50,000 WATTS 830 K.C.
CLEAR CHANNEL
(Radio Spot Sales)

NETWORK TV ALSO USED BY NEARLY HALF OF NETWORK RADIO CLIENTS, PIB FINDS

September Publishers Information Bureau report shows 67 of the 145 network radio advertisers that month also were among the 162 tv network users.

ALMOST half of the advertisers sponsoring programs on the nationwide radio networks are also users of network television, an analysis of Publishers Information Bureau reports on September advertising expenditures on the two types of broadcast networks reveals.

In September, 145 advertisers bought time on the radio networks, according to PIB figures, which also show that 67 of these companies, or 46.2% of the total, were among the 162 users of tv network facilities.

The use of both radio and tv networks by the same companies is most evident among the top advertisers in each medium. As the accompanying tables of the "Top Ten" radio and tv network clients show, six companies appear on both lists: Procter & Gamble Co., which is the number one advertiser in both media; Colgate-Palmolive Co., Liggett & Myers Tobacco Co., Gillette Co., General Foods Corp. and Lever Brothers Co.

There are, surprisingly, fewer duplications in the list of leading advertisers for each group of products advertised on the radio and tv networks. Of 25 categories of goods and services advertised on radio networks, the leading advertisers of only three classes are also the class leaders in network television. Knomark Mfg. Co. was September's top apparel advertiser on both types of broadcast networks; Mutual Benefit Health & Accident Assn. was the top insurance advertiser on both, and RCA purchased more tv network time as well as more radio network time than any other advertiser of radios, tv sets, phonographs, etc.

Top Ten Radio Network Advertisers in Sept. 1953

1.	Procter & Gamble Co.	$1,149,543
2.	Miles Labs.	634,291
3.	Gillette Co.	515,702
4.	Colgate-Palmolive Co.	477,433
5.	General Foods Corp.	385,873
6.	American Home Products Corp.	353,907
7.	Sterling Drug	337,114
8.	Liggett & Myers Tobacco Co.	311,019
9.	Manhattan Soap Co.	301,359
10.	Lever Brothers Co.	295,860

* * *

Top Ten Tv Network Advertisers in Sept. 1953

1.	Procter & Gamble Co.	$1,305,787
2.	Colgate-Palmolive Co.	964,964
3.	R. J. Reynolds Tobacco Co.	736,523
4.	Liggett & Myers Tobacco Co.	660,228
5.	Gillette Co.	614,868
6.	American Tobacco Co.	612,114
7.	General Mills	471,739
8.	P. Lorillard Co.	456,919
9.	General Foods Corp.	429,109
10.	Lever Brothers Co.	427,687

* * *

Leading Radio Network Advertisers by Product Groups During Sept. 1953

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 40,775
Apparel, Footwear & Access.	Knomark Mfg. Co.	66,364
Automotive, Auto. Acess. & Equipment	Kaiser Motor Corp.	260,542
Beer, Wines & Liquor	Anheuser-Busch	88,223
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	70,405
Confectionery & Soft Drinks	William Wrigley Jr. Co.	124,239
Consumer Services	A T & T Co.	62,946
Drugs & Remedies	Miles Labs	634,291
Entertainment	Shipstad & Johnson Ice Follies of 1954	8,936
Food & Food Products	General Foods Corp.	378,873
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	103,426
Household Equipment & Supplies	Philco Corp.	126,951
Household Furnishings	Owens-Corning Fiberglas Corp.	33,862
Industrial Materials	Reynolds Metals Co.	4,400
Insurance	Mutual Benefit Health & Accident Assn.	97,365
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	48,000
Office Equipment, Writing Supplies, Stationery & Access.	Hall Brothers	67,359
Publishing & Media	First Church of Christ Scientist	18,423
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	63,608
Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	311,019
Soaps, Cleansers & Polishes	Procter & Gamble Co.	732,731
Toiletries & Toilet Goods	Gillette Co.	515,702
Transportation, Hotels & Resorts	Assn. of American Railroads	63,317
Miscellaneous	American Federation of Labor	100,991

* * *

Leading Tv Network Advertisers in Each Product Group in Sept., 1953

Apparel, Footwear & Access.	Knomark Mfg. Co.	$ 69,796
Automotive, Auto. Access. & Equipment	General Motors Corp.	372,817
Beer, Wines & Liquor	Pabst Brewing Co.	228,620
Bldg. Materials, Equip. & Fixtures	Reardon Co.	34,190
Confectionery & Soft Drinks	Coca-Cola Co.	198,802
Consumer Services	Electric Co's Advertising Program	52,269
Drugs & Remedies	American Home Products Corp.	243,268
Food & Food Products	General Mills	458,326
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	99,861
Household Equipment & Other Supplies	General Electric Co.	363,560
Household Furnishings	Armstrong Cork Co.	132,015
Industrial Materials	Aluminum Co. of America	92,157
Insurance	Mutual Benefit Health & Accident Assoc.	115,491
Jewelry, Optical Goods & Cameras	Speidel Corp.	61,545
Office Equipment, Writing Supplies, Stationery & Access.	W. A. Sheaffer Pen Co.	62,092
Publishing & Media	Crowell-Collier Publishing Co.	12,883
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	194,735
Smoking Materials	R. J. Reynolds Tobacco Co.	736,523
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,305,787
Toiletries & Toilet Goods	Colgate-Palmolive Co.	766,509
Transportation, Hotels & Resorts	Capital Airlines	25,025
Miscellaneous	Quaker Oats Co.	75,180

* * *

Gross Radio Network Time Sales by Product Group, for Sept. and Jan.-Sept. 1953, Compared to 1952

	September 1953	Jan.-Sept. 1953	September 1952	Jan.-Sept. 1952
Agriculture & Farming	$ 98,233	$ 889,625	$ 66,799	$ 537,954
Apparel, Footwear & Access.	144,854	789,291	40,402	235,681
Automotive, Auto. Equip. & Access.	739,188	5,116,714	322,839	2,819,104
Beer, Wine & Liquor	203,249	1,365,291	95,803	1,701,275
Bldg. Materials, Equip. & Fixtures	212,996	1,121,634	105,988	786,786
Confectionery & Soft Drinks	248,138	2,287,445	333,212	4,300,755
Consumer Services	136,930	1,753,951	157,184	1,637,673
Drugs & Remedies	1,412,085	15,715,028	1,447,027	15,286,674
Entertainment & Amusements	8,936	8,936	6,090	6,090
Food & Food Products	2,417,289	26,498,180	2,985,509	26,933,657
Gasoline, Lubricants & Other Fuels	344,916	3,621,905	451,806	3,988,787
Horticulture	———	107,324	———	109,923
Household Equipment	548,318	5,374,126	600,853	3,572,759
Household Furnishings	97,255	1,511,258	137,277	974,662
Industrial Materials	4,400	743,631	217,999	1,422,867
Insurance	232,633	1,628,231	263,160	2,602,376
Jewelry, Optical Goods & Cameras	87,553	652,923	60,517	587,565
Office Equip., Writing Supplies & Stationery	67,359	433,671	65,556	427,113
Political	———	———	397,320	506,289
Publishing & Media	25,499	175,447	13,290	492,220
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	144,805	1,687,495	135,738	1,185,756
Retail Stores & Direct by Mail	1,236	11,742	3,024	21,438
Smoking Materials	945,030	11,068,343	1,041,879	12,069,433
Soaps, Cleansers & Polishes	1,368,242	11,580,807	1,589,147	13,532,568
Toiletries & Toilet Goods	2,056,340	19,947,289	1,841,329	16,646,080
Transportation, Travel & Resorts	63,317	618,025	78,263	681,684
Miscellaneous	554,128	4,156,472	428,886	3,808,615
TOTAL	$12,162,929	$118,864,784	$12,886,897	$116,875,784

Source: Publishers Information Bureau.

Gross Tv Network Time Sales by Product Groups for Sept. and Jan.-Sept. 1953, Compared to 1952

	September 1953	Jan.-Sept. 1953	September 1952	Jan.-Sept. 1952
Agriculture & Farming	———	4,303	———	———
Apparel, Footwear & Access.	322,669	1,846,324	241,476	2,191,626
Automotive, Auto. Acess. & Equip.	1,719,771	13,604,049	1,129,730	10,680,026
Beer, Wines & Liquor	489,546	3,652,614	388,637	4,196,786
Bldg. Materials, Equip. & Fixtures	34,190	170,845	27,255	356,269
Confectionery & Soft Drinks	406,752	3,864,062	355,997	3,640,286
Consumer Services	52,269	445,371	———	256,686
Drugs & Remedies	624,907	6,326,336	473,203	3,884,822
Entertainment & Amusements	———	11,428	1,500	1,500
Food & Food Products	3,439,309	29,077,917	2,923,833	25,537,492
Gasoline, Lubricants & Other Fuels	150,461	2,060,245	299,275	2,635,083
Horticulture	———	6,113	———	12,370
Household Equip. & Supplies	1,274,601	12,635,080	732,640	7,203,983
Household Furnishings	279,437	1,834,322	126,577	1,587,763
Industrial Materials	245,037	2,957,713	247,010	2,828,504
Insurance	182,955	969,069	81,810	342,738
Jewelry, Optical Goods & Cameras	203,966	1,948,548	163,170	1,602,614
Office Equipment, Stationery & Writing Supplies	118,347	944,303	94,200	1,136,455
Political	———	———	322,579	465,301
Publishing & Media	12,883	216,013	81,529	635,925
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	423,263	2,745,104	238,135	3,058,773
Retail Stores & Direct by Mail	———	23,175	101,341	915,842
Smoking Materials	3,135,513	25,946,383	2,360,879	20,360,772
Soaps, Cleansers & Polishes	2,065,835	16,407,470	1,836,245	14,124,664
Sporting Goods	———	51,723	———	———
Toiletries & Toilet Goods	2,846,161	25,830,029	2,017,611	17,165,201
Transportation, Travel & Resorts	25,025	247,799	———	———
Miscellaneous	179,230	1,663,306	154,140	1,316,873
TOTALS	18,232,127	155,489,644	14,398,772	126,098,334

Source: Publishers Information Bureau.

CBS TELEVISION NETWORK

WMAR-TV is FIRST with Viewers

WMAR-TV is FIRST with Advertisers

WMAR-TV is FIRST with Researchers

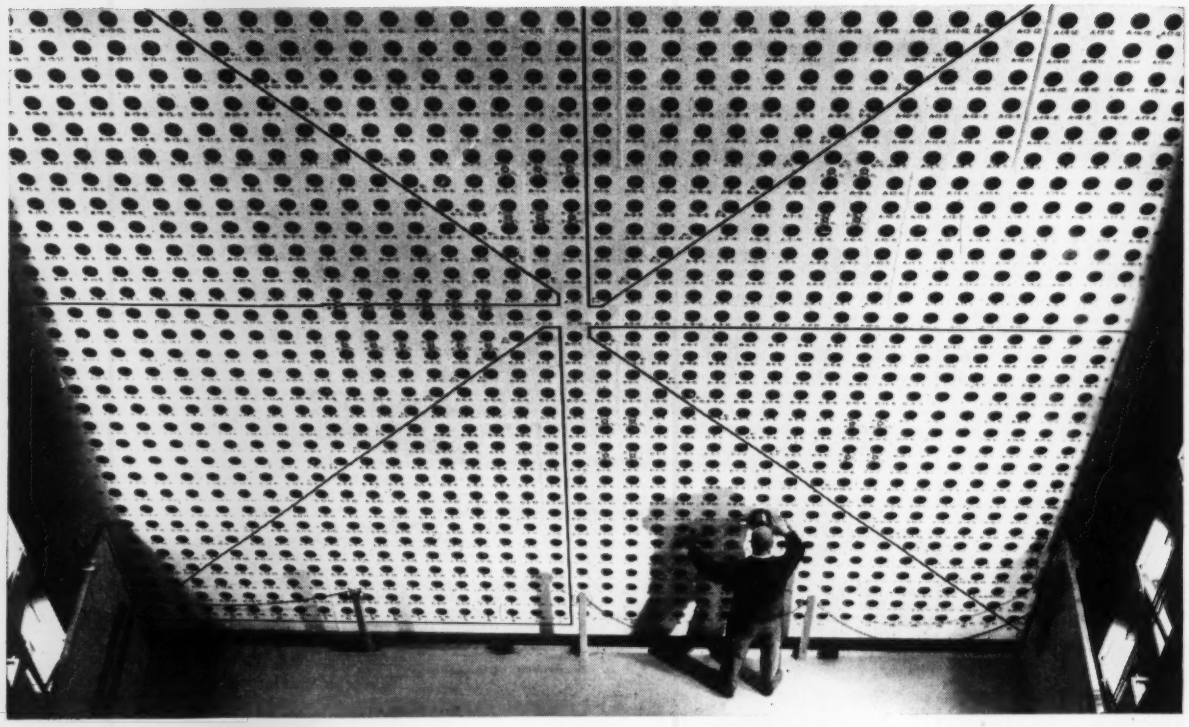
MOST POWERFUL TV SIGNAL IN MARYLAND

In Maryland Most People Watch **WMAR-TV**

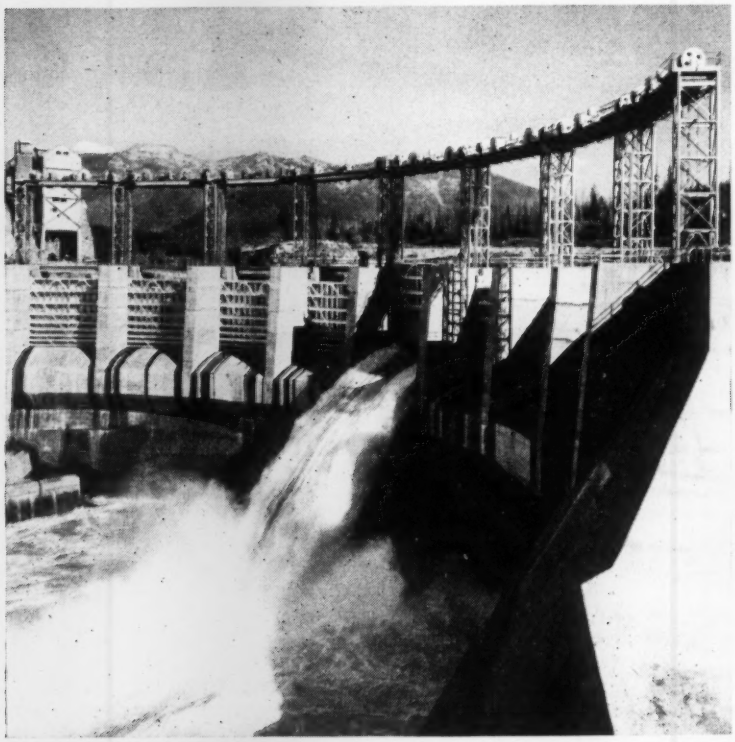
CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

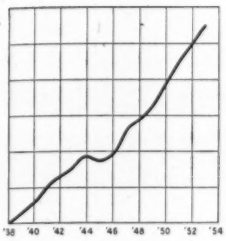


ELECTRICITY FOR THE ATOM—AND FROM IT. It takes a lot of electricity to run this atomic pile for research at Brookhaven Laboratory, L. I. Shown is the 5-foot-thick wall through which pure uranium "fuel" is loaded. At the big uranium processing factories, vast quantities of electric power help produce U-235 and plutonium. Five electric companies help power one factory in Kentucky. Fifteen others will supply electricity to a new atomic project in Ohio. But soon the atom will *make* electricity. Electric company engineers, working with industry and government scientists, have produced atom-electricity experimentally, expect atom-electric plants in 5 years.



LARGEST PEACETIME CONSTRUCTION PROGRAM ever undertaken by any industry. Electric companies have spent $13 billion since the war, will spend $2½ billion this year alone, building more power for America. Completed early this month, the Washington Water Power Company's spectacular dam at Cabinet Gorge (spillway shown above) is one of the few remaining sites where water power can be harnessed economically. (Most new construction is in fuel-burning plants.)

NEW BUSINESSES, NEW JOBS, NEW OUTLOOK. All over the U. S., local electric companies are helping to spark prosperity and civic pride. Statesboro, Ga., for example, was a prize-winning town in a state-wide improvement program sponsored by the Georgia Power Company.



MORE AND MORE ELECTRICITY. Heavy line shows how use of electricity is still shooting up as the Electric Age progresses.

AMERICA'S NEW ELECTRIC AGE

American families are using 2 to 3 times as much electricity as they did before World War II. Look around your home—and you'll see why. The Electric Age is here—in a big way.

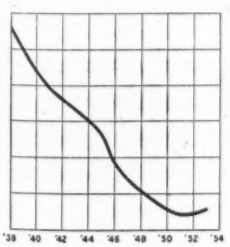
But this is only the beginning. Never in the history of the power industry has the future of electricity looked so full of promise for the nation, for its families, farms, businesses and industries.

The use of electricity is still skyrocketing. And so are the new supplies of electric power. The 800 business-managed electric light and power companies have already *doubled* the prewar supply and will *triple* it by 1960.

All this is new lifeblood for the Electric Age, bringing everyone more electricity for better living. It's building new businesses and booming old ones, creating new jobs, opening doors to opportunity all across the U. S.

Best of all, the average price of electricity is lower than before World War II—and *America's Electric Light and Power Companies** are doing their utmost to keep it there!

**Names on request from this magazine*



AVERAGE PRICE STILL LOW. For the U. S. family, the average price of electricity per kilowatt-hour has dropped sharply—despite inflation!

NEW ELECTRIC HOMES. This home for electric living was part of an exhibit co-sponsored by Indianapolis Power and Light Company. It features planned kitchen, improved lighting, year-round temperature control.

NEW ELECTRIC APPLIANCES. Large-screen TV, home air conditioning, automatic laundry and kitchen equipment—these and other developments are helping to usher in America's *new* Electric Age.

NEW ELECTRIC FARMS. Electric equipment to do more jobs plus teamwork between farmers and electric light and power companies make modern farms more productive, more profitable.

NAEB FINDS TV ADS UP 7% IN N.Y.

Results of its third survey of the Gotham City area tv are released by the National Assn. of Educational Broadcasting. Study week of Jan. 4-10, 1953, is used, comparing percentages and totals with past years. Study goes into 'primary and secondary' advertising and summarizes trends in programming carried.

TOTAL AMOUNT of advertising in New York television is up 7%, the National Assn. of Educational Broadcasting reports today (Monday) in releasing results of its third annual survey of New York tv.

Like the preceding studies in New York and other markets, the survey was made by monitoring all television programs broadcast during one week—Jan. 4-10—by all stations in the area, and was directed by Dallas W. Smythe, research professor at the U. of Illinois, using graduate students of New York universities.

The report, being released by NAEB President Graydon Ausmus, shows 651 hours 44 minutes of programming were carried by the seven New York area stations during the week studied. This is 16% above the total found in the 1951 study and 4% more than that found in 1952. Since 1951, the report shows, all of the additional program time has come from network-owned outlets; the totals of all three independents were down.

18% to Ads

In addition to the 7% rise in amount of advertising, the study found that 18% of all program time in the area during the study week was devoted to advertising matter—the same proportion as in 1952, as compared with 14% in 1951. The summary continues:

"Three stations (WNBT, WCBS-TV, and WABC-TV) carried 61% of all advertising matter in 1953. The heaviest saturation in 1953 was found on WABC-TV, where 26% of the time was advertising, while WPIX and WATV had the lightest, with 13%.

"The time segment with the highest saturation of advertising was the domestic-hours in all three years, with the rate being 24% in 1953. In that year, 17% of the children-hours and late-hours was advertising, while 15% of the adult-hours was used this way."

"Primary advertisements"—those which "interrupt the flow of the program"—were 22% more numerous and took 27% more time in 1953 than in 1952," the report continues, pointing out that this type of advertisement occupied 10% of total broadcast time (same as in 1951 and one-fourth higher than in 1952).

"Secondary advertising"—that which "either accompanies or *is* the program material—dropped 10% in 1953 but still was about 2½ times its 1951 level," the report asserts. This type amounted to 8% of program time, as against 10% in 1952 and 4% in 1951.

Discussing trends indicated in the three annual studies, the summary observes:

"The most striking feature of the changes occurring in the three-year period was the sharp increase in the quantity of drama programs of all kinds. By 1953, this class of program had increased to 47% of all tv time, as compared with 33% in 1951 and 42% in 1952. In actual time, drama amounted to 306 hours in 1953 or about two-thirds more than in 1951 and 15% more than 1952."

Crime drama rated as the No. 1 sub-class of drama in 1953, occupying 99 hours or 15.3% of total time. But domestic drama had shown the fastest rate of increase over the 1951-53 span, rising from 1% in 1951 to 6% (and fourth place as a sub-class) in 1953. Western drama slipped a little in 1953 but remained in second place as a sub-class (with 7% of total time).

Variety programs ranked second to drama again in 1953, occupying 12% of total time (about the same as in 1952 but one-third less than in 1951). Quiz-stunts-contests and sports events formed the third and fourth largest classes of entertainment programs, each type occupying about 5% of total time.

News Shows First

Among information-type programs, news shows moved into first place in 1953 for the first time (8%), and, also for the first time, religious telecasts became the largest class of orientation-type programming (1.7%).

During 1953, the report shows, 12 programs identified with recognized educational institutions were telecast, as against 13 in 1952 and one in 1951. The 1953 total amounted to 361 minutes, "or less than 1% of total program time."

Live programming dropped off, with recorded programming rising from 46% in 1952 to 53% in 1953.

The study found that "the number of acts and threats of violence observed in 85% of the total program time increased substantially between 1952 and 1953," though it is noted that "no inferences as to their effects are warranted from the present study." The total for the 1953 study week was 3,421 such acts or threats, a rise of 15% above the number counted in the 1952 study week. The gun replaced the fist or foot as the most common means of committing tv violence.

Roslow Expects Pulse to Be In 72 Markets by Yearend

BY END of year, Pulse will be measuring tv audience in 72 markets, radio audience in 100 markets throughout the country, according to Dr. Sydney Roslow, director of Pulse, who also reported addition of 18 markets for which Pulse reports are being issued for first time.

Seven of these new markets—Albany-Troy-Schenectady; Greensboro, N. C.; Lubbock, Tex.; New London, Conn.; Spokane, and Youngstown, Ohio—have been surveyed by Pulse since June, he said.

Surveys Underway

Surveys are now being made or will soon be in Boise, Idaho; Butte, Mont.; Columbia, S. C.; El Paso, Tex.; Fresno, Calif.; Macon, Ga.; Little Rock, Ark.; Scranton-Wilkes Barre, Pa.; Tucson, Ariz.; Wichita, Kan., and Worcester, Mass.

Dr. Roslow also announced that when a market changes from one to two tv stations Pulse concurrently doubles the number of homes sampled there, stating that this has already been done in St. Louis, Pittsburgh, New Orleans, and Kansas City.

Tv Set Shipments Up 30% This Year

SHIPMENTS of tv sets to dealers in the first nine months of 1953 were 30% above the same period last year, according to Radio-Electronics-Tv Mfrs. Assn. September shipments ran 77% above August and were the highest for the month in the last three years, totaling 816,529 units. In September 1952 shipments totaled 815,981 sets.

The total of 4,614,361 sets for nine months compares with 3,537,980 in the same 1952 period and 3,371,624 in the first three quarters of 1951.

Following are tv set shipments to dealers by states for the first nine months of 1953:

State	Total	State	Total
Ala.	70,423	Neb.	41,253
Ariz.	29,440	Nev.	5,698
Ark.	30,628	N. H.	15,142
Calif.	371,909	N. J.	126,769
Colo.	55,222	N. M.	13,917
Conn.	68,835	N. Y.	434,776
Del.	11,359	N. C.	85,362
D. C.	36,791	N. D.	11,176
Fla.	86,838	Ohio	272,581
Ga.	77,936	Okla.	83,628
Idaho	12,951	Ore.	57,553
Ill.	276,490	Pa.	406,178
Ind.	150,169	R. I.	21,133
Iowa	101,256	S. C.	41,729
Kan.	59,962	S. D.	12,604
Ky.	64,942	Tenn.	68,738
La.	68,369	Tex.	283,343
Me.	37,695	Utah	28,260
Md.	56,599	Vt.	8,098
Mass.	142,203	Va.	98,147
Mich.	188,046	Wash.	104,555
Minn.	82,009	W. Va.	60,492
Miss.	33,308	Wis.	101,705
Mo.	110,374	Wyo.	2,404
Mont.	5,364	Grand Total	4,614,361

Nielsen Ratings Places 'Lux Theatre' at Top

RANKING first in number of homes reached for a once-a-week evening program is *Lux Radio Theatre*, according to a Nielsen-rating based on Oct. 4 through 10 survey. The World Series entered the largest number of radio homes, more than 6 million, and ranks first for a weekday program during that period. The complete ratings are listed below:

NATIONAL NIELSEN-RATING
TOP RADIO PROGRAMS
OCTOBER 4-10, 1953

RANK	PROGRAM	HOMES REACHED (000)
EVENING, ONCE-A-WEEK		
(Average For All Programs)		(1,835)
1	Lux Radio Theatre (CBS)	3,625
2	Mr. and Mrs. North (CBS)	3,536
3	People Are Funny (CBS)	3,491
4	Amos 'N' Andy (CBS)	3,401
5	Jack Benny Show (CBS)	3,133
6	My Little Margie (CBS)	3,133
7	You Bet Your Life (NBC)	3,043
8	Dragnet (NBC)	2,954
9	Great Gildersleeve (NBC)	2,909
10	Bing Crosby Show (CBS)	2,909
EVENING, MULTI-WEEKLY		
(Average For All Programs)		(1,119)
1	One Man's Family (NBC)	2,596
2	News of the World (NBC)	2,148
3	Lone Ranger (ABC)	1,701
WEEKDAY (Average For All Programs)		(1,701)
1	World Series (MBS)	6,087
2	Arthur Godfrey (Nabisco) (Fri.) (CBS)	3,088
3	Arthur Godfrey (Liggett & Myers) (CBS)	2,909
4	Arthur Godfrey (Lever) (CBS)	2,685
5	Romance of Helen Trent (CBS)	2,641
6	Arthur Godfrey (Nabisco) (T & Th) (CBS)	2,641
7	Arthur Godfrey (Pillsbury) (CBS)	2,596
8	Wendy Warren and the News (CBS)	2,551
9	Arthur Godfrey (Star-Kist) (CBS)	2,462
10	House Party (Green Giant) (CBS)	2,417

Copyright 1953 by A. C. Nielsen Co.

Let's Talk Turkey

Along about this time of year, businessmen in the broadcast industry start to list heavily toward the adding and subtracting department to see how they've "cashed in". A lot of them don't.

That's true of *any* business, from shoehorns to salami.

Why? There are hundreds of reasons . . . and nobody feels happy about any of them, from the mailboy to the owner.

But most times a "reason" that doesn't show up on the debit and credit sheets is a downright lack of good, consistent advertising and promotion in the *right* places.

Actually, the reason's pretty simple: Here it is—

Independent surveys have proven over and over again that there's only *one* publication in a specialized field like broadcasting—and *that,* Harry J. Holmes, goes for television, too—that dominates the field.

Yes, there's always a B or Y or X or however the statisticians see him. But mostly he's an "in-curve"; he's nothing like old Mr. "A". The latter's a straight "mitt catch" that throws 'em out before they've thought of the word "first."

Mr. "A" is a N. Y. Times in *his* field; a St. Louis Post Dispatch, a TIME, FORTUNE, NEW YORKER or whatever you've got among America's great publications.

Mr. "A" has been around. He's walked with his industry in kneepants. His book is a sort of bible edged with crack reporting, editing and a phenomenal knowledge of his field. Mr. "A" has a monopoly on the *right* people you want to sell.

We're sorry, but they're the facts.

So, if you're in radio and/or television to make *profits* —and we'd be delighted to meet the man who isn't— your advertising and promotion belong in the pages of a magazine like Broadcasting Telecasting, the most powerful, and predominant news weekly of its kind in the industry.

We hate to sound vain, but mere association with Broadcasting Telecasting is, in itself, an unduplicated passkey to the eyes and minds of the men and women who make the decisions that decide your *profits.*

Remember—you're not in AM-TV if you're not in . . .

BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C. ME 8-1022

N.Y. Stay-at-Homes

NIGHT television broadcasts have been cited by Maj. Gen. Hugh J. Casey, chairman of the New York City Transit Authority as factors contributing to the continuing decline of passenger traffic on New York municipal subway, bus and street car lines. Gen. Casey, who said there had been an 11% drop in passenger traffic since July 25, when the 15-cent fare became effective, expressed the belief that thousands of persons, who once used transit facilities to go to places of amusement, were staying home to view television shows.

UHF UPS VIEWING 25%, SAY ABC, ARB

ABC reports on a six-city study by ARB showing that families able to receive both uhf and vhf programs use their sets 36.96 hours a week, those with vhf-only 27.83 hours.

WHEN uhf comes into the home, viewing goes up 25% above the level in vhf-only dwellings. That's what a special survey made for ABC by American Research Bureau discovered, ABC states in a report for release today (Monday).

Specifically, according to ABC, the ARB special study, conducted this month in six cities —Norfolk, Pittsburgh, Buffalo, St. Louis, Milwaukee, Kansas City—showed that of two matched-sample groups—one of homes whose tv sets receive only vhf programs, one where the sets can get uhf shows as well—the families able to receive the uhf service use their sets 34.96 hours a week, compared to 27.83 hours for the others.

Just More Interested

This finding was attributed by ABC not only to the wider program choice the uhf-vhf families have over those with vhf alone, but also because the families that have provided for uhf reception are typically more interested in television.

Survey was announced last month [B•T, Oct. 26] at the time that ABC network issued its book, "The P's and Q's of V's and U's," in which the network stated: "uhf and vhf, together as a team, will bring tv to all America. Together they will make tv a truly national force, the greatest mass communications and advertising force in the world."

Trendex Picks 'Lucy'

TOP 10 Trendex ratings for evening network sponsored tv programs for the week of Nov. 1-7 showed CBS-TV's *I Love Lucy* and *Talent Scouts* in first and second place, respectively. Complete listing follows:

1	I Love Lucy (CBS)	52.3
2	Talent Scouts (CBS)	50.7
3	Dragnet (NBC)	43.5
4	Godfrey's Friends (CBS)	41.7
5	Jackie Gleason (CBS)	39.2
6	You Bet Your Life (NBC)	38.1
7	Toast of the Town (CBS)	37.4
8	Milton Berle (NBC)	33.6
9	Red Buttons (CBS)	33.5
10	Our Miss Brooks (CBS)	33.2

BAB HUNTS NEW PRESIDENT TO SUCCEED RYAN, WHO QUITS FEB. 1 OVER POLICY

Robert D. Swezey, WDSU New Orleans, will head a committee which will seek an industry "name" such as Niles Trammell or Frank White to replace William B. Ryan, who is praised for his three years of leadership in bringing BAB to an all-time high membership of 834 stations.

QUEST for a new president of BAB was started last week after the unanticipated announcement that President William B. Ryan has asked to be relieved of his duties upon the anniversary of his contract next Feb. 1.

Mr. Ryan

A committee headed by Robert D. Swezey of WDSU New Orleans was designated by BAB Board Chairman Charles C. Caley, WMBD Peoria, to recommend a successor to Mr. Ryan and reportedly was thinking in terms of an industry "name". Among those understood to have been mentioned as indicative of the type sought were Niles Trammell, former president and board chairman of NBC, and Frank White, former president of NBC and previously of MBS.

Mr. Ryan, who will continue as active head of BAB until Feb. 1, did not disclose his future plans. Nor were the reasons for his resignation given, although they were generally understood to relate to differences over BAB policies.

The Swezey committee, in addition to recommending a successor, also was authorized to "conclude arrangements with Mr. Ryan". This, authorities said, referred to a provision in his contract calling for a year's notice in event his services were terminated. His salary this year was said to total $50,000, having risen from $35,000 his first year in the post (1951) and then to $40,000 in 1952.

Board Chairman Caley, reporting acceptance of Mr. Ryan's resignation with regret, noted that station membership and promotion activity are at an all-time high, and said:

"Station membership under Bill Ryan's forceful direction and that of the strong staff he has built has brought BAB to a membership currently numbering 834 stations, the highest in the history of our industry association.

Ryan's Achievements Cited

"The board owes a lasting debt to Bill Ryan, who in his three-year term as president contributed more than any other single person to the transformation of BAB from an industry-conceived idea into a going concern. I am certain that the fine work of BAB will continue and that we may shortly find a worthy successor to Mr. Ryan in this important office . . .

"I am gratified that Bill Ryan has assured me of his continuing interest in BAB. It is my hope and that of the board that we may be able to work out an appropriate arrangement in keeping with his personal plans by which we may be able to utilize Mr. Ryan's outstanding abilities in connection with the BAB."

The committee designated to conclude arrangement with Mr. Ryan and to recommend to the BAB board "an appropriate successor" consists of Chairman Swezey; Joseph E. Baudino, Westinghouse Radio Stations; William H. Fineshriber Jr., NBC; Adrian Murphy, CBS Radio, and Allen M. Woodall, WDAK Columbus, Ga. In addition to Messrs. Murphy and Fineshriber representing the CBS and NBC radio networks, Mr. Swezey also is chairman of the BAB Bylaws Committee, Mr. Baudino heads the Executive Committee and Mr. Woodall the Nominating Committee.

BAB Board Meets

The Ryan move dominated the fall meeting of the BAB board, held Tuesday in New York and preceded by the annual meeting of BAB stockholders, which was conducted primarily through the voting of proxies.

Other developments included re-election of officers (Mr. Ryan among them); announcement of a record $750,000 budget for 1954, and expansion of the BAB board by the addition of five new members, while three other members retired.

Officers re-elected, in addition to Mr. Ryan, were Mr. Caley as board chairman; Kevin B. Sweeney as vice president; Simon Goldman of WJTN Jamestown, N. Y., as secretary; John Patt of the Goodwill stations as treasurer, and Bill Morrison as assistant secretary-treasurer.

Members added to the board were John Blair of John Blair & Co., station representatives; John C. Cohan, KSBW Salinas, Calif.; John S. Hayes, WTOP Washington; George J. Higgins, KMBC Kansas City, and Howard Lane, KOIN Portland, Ore. Members retiring from the board: Gene Cagle, KFJZ Fort Worth; F. Van Konynenberg, WCCO Minneapolis, and Arch Morton, KJR Seattle.

Radio Study Planned

Mr. Ryan, meanwhile, told B•T he definitely intends to proceed with plans looking toward a comprehensive quantitative and qualitative study of radio, which he said would be the first of its type and provide badly needed material that he regards as essential for the advancement of the medium.

Mr. Ryan has espoused such a plan since he took over the BAB presidency in February 1951, and he told the board last week he plans to go ahead with an eye toward having concrete proposals ready for the board at its meeting in March. A group of industry leaders will convene shortly to work on details, he said.

The plan, rejected in 1951 but now endorsed in top quarters, Mr. Ryan said, would measure radio's cumulative audience, show the composition of the audience at various times of the day and evening, and delve deeper into the question of radio's importance to people, in addition to providing figures on total number of radio sets, "extra" sets, automobile radios, etc.

Uniformity and acceptability of data on such factors as these are vital to both buyers and sellers of radio time, Mr. Ryan continued. When such information is available, he added, it will enable the broadcaster to determine "how he wants to operate nighttime radio," for example, by helping him decide "what he wants to program and what he expects the advertiser to get out of it."

The making of such a survey should be en-

KTBC	Austin	CBS
KTBC-TV		CBS, NBC, ABC, DuM
KEYS	Corpus Christi	CBS
WKBH	La Crosse	NBC
WKBH-TV		
KLRA	Little Rock	IND
KTOK	Oklahoma City	ABC
KELO	Sioux Falls	NBC
KELO-TV		NBC, ABC
KRGV	Weslaco	NBC
KRGV-TV		NBC, DuM
KANS	Wichita	NBC
KFDX	Wichita Falls	ABC
KFDX-TV		NBC, ABC

Paul H. Raymer Company INC.

NATIONAL RADIO AND TELEVISION STATION REPRESENTATIVES

TAKES PLEASURE IN ANNOUNCING

ITS NEW ASSOCIATION

WITH THESE

IMPORTANT STATIONS

New York • Chicago • Detroit • Atlanta • Dallas • San Francisco • Hollywood

trusted to a top-level "outside" research organization that is accepted by broadcasters, advertisers, and agencies alike, he said.

Meanwhile, BAB's announcement of the results of the board sessions characterized the bureau's major promotion objectives for 1954 in such general terms as "(1) the establishment of the effectiveness of nighttime radio, and (2) projection of a plan that would materially assist the BAB stations in selling large retailers."

Other plans, in addition to financing further studies of set distribution, were said to call for increasing BAB's sales efforts on the national level, and expansion into other cities of the plan, now in operation in some 15 markets, for city-wide cooperation among radio stations in promoting the medium and its effectiveness as a sales tool.

The $750,000 BAB budget anticipated for 1954 compares with $642,000 set aside at the start of the current fiscal year. However, this year's budget has been revised upward, with the result that in the last six months of the fiscal year—which starts April 1—the organization is operating at a rate which would amount to approximately $670,000 a year.

Mr. Ryan moved into the BAB presidency in February 1951 after serving as general manager of NARTB for almost two years. Before that he was general manager of KFI-AM-TV Los Angeles.

Board members at last week's meeting, held Tuesday, included Messrs. Ryan, Caley, Swezey, Baudino, Fineshriber, Murphy, Woodall, and Goldman; Kenyon Brown, KWFT Wichita Falls, Tex.; J. Herbert Hollister, KBOL Boulder, Colo.; Ward D. Ingrim, KHJ Los Angeles; Edgar Kobak, WTWA Thomson, Ga.; William McGrath, WHDH Boston; Arch L. Madsen, KOV Provo, Utah; John Meagher, KYSM Mankato, Minn.; William B. Quarton, WMT Cedar Rapids; Robert A. Schmid, MBS, and Donald Thornburgh, WCAU Philadelphia.

Excused were: Messrs. Cagle, Morton, Patt, and Van Konynenberg; Charles T. Ayres, ABC, New York; Martin B. Campbell, WFAA Dallas; Robert Dunville, WLW Cincinnati; James H. Moore, WSLS Roanoke, Va.; H. Preston Peters, Free & Peters, New York, and George B. Storer, Storer Broadcasting Co., Miami Beach.

Ludgin Addresses Ad Club

CHANGES in buying habits and methods of selling merchandise to merchandiser and advertising men over recent years were explored last Thursday by Earle Ludgin, president, Earle Ludgin & Co., in a talk before the Chicago Federated Adv. Club.

Mr. Ludgin, new chairman of the AAAA's board, explained what these changes mean to the advertiser, sales manager, merchant and manufacturer, and application of new ideas and selling methods.

Now All Can See

NATIONAL Assn. of Mfrs. has come up with a solution to ease the predicament of guests at large dinner affairs who cannot view the speakers' table. It has completed arrangements with Theatre Network Television to present a closed-circuit color telecast on Dec. 4 of a dinner climaxing the association-sponsored 58th Congress of American Industry so that diners in rooms adjacent to the grand ballroom of the Waldorf-Astoria Hotel may view proceedings. TNT will move in about $200,000 worth of equipment for the color telecast, which will make use of the system developed by CBS, including screens five-by-six-feet in size.

NARFD CONVENTION SLATED THIS WEEK

'Special Services Farmers Will Need in 1954' is theme of convention. Mal Hansen, president, speaks on recent trip to Europe and NARFD aid to Dutch farmers.

MEMBERS of the National Assn. of Radio Farm Directors are due to find out what farmers want in 1954 at their 1953 convention Thanksgiving weekend at the Conrad Hilton Hotel, Chicago.

The convention will open with a meeting of the excutive committee Friday morning and will continue through Sunday night. The business meetings will be devoted to dinners, and formal addresses by William Ryan, BAB president; Stanley Andrews, faculty member at Michigan State College; Don Paarlberg, Assistant to the Secretary of Agriculture; Ed Lipscomb, National Cotton Council of America.

Panel discussion on "Special Services Farmers Will Need in 1954," theme of the convention, Saturday afternoon will feature members of the association. Mal Hansen, WOW Omaha, president of the farm broadcasters, is expected to speak on his recent European trip, and report on the administration of a sizeable relief fund raised by NARFD for relief of Dutch farm families, victims of the hurricane and flood that swept Holland last year.

Regional chairmen will report on activities in their areas. They are Frank Raymond, WDVA Danville, Va., southeastern; Ed Slusarczyk, WIBX Utica, N. Y., middle Atlantic; Maurice White, WHA Madison, Wis., east north central; Merrill Langfitt, KMA Shenandoah, Iowa, west north central; Sue Bailey Reid, Providence Journal Co., Providence, R. I., New England; Henry Schacht, KNBC San Francisco, Pacific southwest; Bill Moshier, KOMO Seattle, Pacific northwest; Jack Timmons, KWYN Shreveport, south central, and John Bradshaw, CFRB Toronto. Jack Jackson, KCMO Kansas City, Mo., NARFD vice president, is chairman of the convention program committee.

Tv Can Promote Travel, Faught Tells Association

THE USE of television to stimulate the desire of audiences to travel to those places shown by the medium was recommended to the National Assn. of Travel Organizations at its annual banquet last week at the Greenbrier Hotel in White Sulphur Springs, W. Va.

Millard C. Faught, president of Faught Co., New York business consultant, and proponent of subscription tv, told the group they should be able to sell "quite a lot of terrestrial travel via television," especially after the advent of color tv.

Mr. Faught predicted the U. S. economy can support 400 tv stations with advertising their sole source of income and that this number can be doubled by the addition of subscription tv, which he thought would come within three years. He said he believed people would pay to see special travelogue series, which he indicated would in turn help to promote travel. Mr. Faught added:

"Television has shown us the embarrassing fact that in pre-television homes we had nearly 20 hours a week of 'spare' spare time—because besides [the family] looking at that much television, life still seems to go on in the average American household."

ON HIS return from a business trip to Europe, O. Bardahl (r), president of Bardahl Manufacturing Corp., Seattle, receives a "welcome home" and the Hollywood Advertising Club's Sweepstakes Trophy for "the outstanding television commercial of the year" from Jerry Hoeck (l), Wallace MacKay Co. partner and account executive for Bardahl, and John Haydon, Bardahl advertising and sales manager.

SDX NAMES BROWN; BYRON TO COUNCIL

SIGMA DELTA CHI, national professional journalistic fraternity, has named Robert U. Brown, editor of *Editor & Publisher*, as president for the ensuing year. Mr. Brown, who moved up from a vice presidency, was named at the SDX annual convention in St. Louis [B•T, Nov. 16].

Mr. Brown succeeds Lee Hills, executive editor of the *Miami* (Fla.) *Herald* (WQAM) and the *Detroit News*, who becomes chairman of the SDX executive council. Elected honorary president for 1953-54 was John Cowles, president and publisher, *Minneapolis Star* and *Tribune*, and chairman of the Cowles radio and tv stations.

In addition to pledging to back the radio-tv fight for access to news on an equal basis with newspapers [B•T, Nov. 16], SDX further recognized radio and television with the election of Jim Byron, news editor of WBAP-AM-TV Fort Worth, as a member of the executive council. Mr. Byron, who was elected president of the Radio-Television News Directors Assn. at a convention last month in Washington [B•T, Nov. 2], succeeds Charles Clayton, *St. Louis Globe-Democrat* editorial writer, on the council.

Others elected to the executive council are: Alden C. Waite, president, Southern California Associated Newspapers (Copley), first vice president; Alvin E. Austin, head, Dept. of Journalism, U. of North Dakota, second vice president; Mason R. Smith, editor and publisher, *Tribune Press*, Gouverneur, N. Y., third vice president; Ed Dooley, managing editor, *Denver Post*, secretary, and Bernard Kilgore, president, *Wall Street Journal*, treasurer. Re-elected to the executive council were J. Donald Ferguson, president, *Milwaukee Journal* (WTMJ-AM-TV); John W. Colt, news editor, *Kansas City Star* (WDAF-AM-TV), and Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING. Elected to a newly created executive council was post S. G. (Chris) Savage, assistant professor of journalism, Indiana U.

FLASH GORDON

ready for immediate TV showing

Featuring **STEVE HOLLAND** *as* **"FLASH GORDON"**

IRENE CHAMPLIN *as* **"DALE"**

JOE NASH *as* **"DR. ZHARKOV"**

FLASH GORDON *blasts its way to the TV screen with 39, new ½ hour films that are custom-made for TV... available for local, regional, and national spot sponsorship!*

FLASH GORDON *as a King Features Syndicate property is seen in 279 newspapers . . . read and known by 50,000,000 people!*

A natural for wide-scale merchandising promotion with self liquidating premiums! Produced by Inter-Continental Television Film Corp. and Inter-West Films.

FLASH GORDON *rates as one of the best liked children's programs ever tested by the Schwerin Research Corp.*

For auditions, prices, and sales plan– write, wire, or phone:

HERB JAFFE
655 Madison Ave.
New York City
TEmpleton 8-2000

FRANK O'DRISCOLL
2211 Woodward Ave.
Detroit, Michigan
Woodward 1-2560

JACK McGUIRE
830 N. Wabash Ave.
Chicago, Ill.
WHitehall 3-1341

MAURIE GRESHAM
9100 Sunset Blvd.
Los Angeles, California
CRestview 1-6101

MOTION PICTURES FOR TELEVISION, INC.

655 Madison Avenue, N. Y. 21, N. Y.

mptv

Film Syndication Division

COLOR TV, HI-FI QUESTIONS KEYNOTE SESSIONS AT RETMA'S CHICAGO MEET

Two of broadcasting's newest developments catch the attention at the convention. Two new directors and a committee member are named by the manufacturers' group.

COLOR TV and proposed minimum standards for high fidelity, as well as organizational problems, dominated the agenda of Radio-Electronics-Tv Mfrs. Assn. at its fall meeting in Chicago's Palmer House last week.

Proposed standards were studied and referred to RETMA's engineering committee, which will be assigned the task of continuing work, but it was felt doubtful they would be formulated in time for incorporation into FTC's suggested trade practice rules. Suggestions were relayed to RETMA's Amplifier Division but did not come up for action before the board of directors.

Color tv cropped up in a number of committee sessions, 26 of which were held during the three-day meeting. Manufacturers found themselves making various "guestimates" on relative black and white and color tv production next year.

Primary board developments were these:

1. Two new directors and one committee member were named.

2. A resolution was adopted praising the work of the National Television System Committee for its work in adopting proposed color standards.

3. It was agreed to establish an international department within the trade organization.

New Directors

The new directors are A. Blumenkrantz, General Instrument Corp., elected a director representing the parts division, and Joseph A. Gillies, Philco Corp., named head of RETMA's Government Relations Dept. Louis Hausman, CBS-Columbia, was named to the set division executive committee.

There was nothing startling out of the television committee, during which Dr. W. R. G. Baker, General Electric Co., traced progress of color tv developments. Both the tube division and radio-television industry committee, however, as well as the sales managers group (see box above) came out with informal estimates on 1954 color tv output.

The tube unit predicted 5.1 million monochrome and 171,000 color video receivers while the radio-tv group gave these guesses: Black and white average, 4,860,000; black and white sales average, 4,900,000; color tv average, 192,000, and radio set output, 10,390,000.

W. O. Swinyard, Hazeltine Corp., substituting for Knox McIlvain, who chairmanned NTSC's Panel 16 on field testing, talked on what color tv will mean to parts makers. He said color sets will use twice as many parts as monochrome and that the industry hopes to get along with 25 or 30 instead of some 36 tubes in color receivers.

Mr. Swinyard said color reception is just as good on uhf as vhf, on the basis of demonstrations before the FCC. He predicted 75,000 color sets by the end of 1954 and thought it likely there won't be nearly as many color tv test patterns aired on stations as frequently as might be needed or as appeared in the early days of black and white.

Sessions were held Monday morning by RETMA's committees on public relations and advertising, sales managers, service, speaker section (parts division), antenna section (also parts division) and microwave section.

The Public Relations & Advertising Committee, under Chairman John F. Gilligan, discussed plans and mechanics of the Voice of Democracy contest, competition for which got under way Nov. 1 as part of National Radio & Television Week (story page 50).

The microwave group explored steps to be taken for the formation of microwave standards, looking toward appointment of an all-industry committee. It recommended that the appropriate RETMA engineering committee be the focal point for such an organization, with representatives including manufacturers, government and other segments.

The Antenna Section brought up alleged discrimination in freight rates for antenna shipments between the east and west coasts. In the mill also are proposed engineering standards for electrical antennas.

The Sales Managers Committee turned its attention to set prospects for 1954, particularly with the advent of color set output on a limited scale. The group met under chairmanship of Dan D. Halpin.

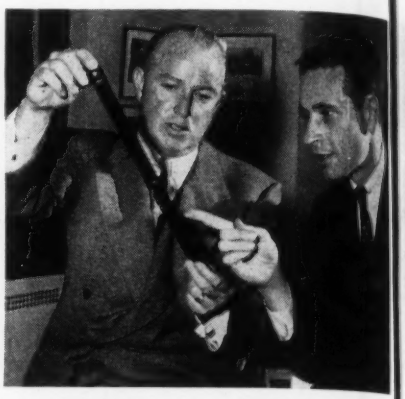
RETMA's Service Committee, under H. J. Schulman, met Monday morning and afternoon. It is seeking to devise methods for distributing advanced information on field servicing, especially in initial colorcasting areas. Manufacturers agreed to utilize service personnel in the field. The committee also set up eastern and midwest subcommittees which will meet with the full service committee on call. Bulletins are contemplated for circulating information on tv servicing.

Low Set Production

MANUFACTURERS will turn out about five million black-and-white tv receivers and 120,000 color sets in 1954, according to an informal poll by Radio-Electronic-Tv Mfrs. Assn.'s Sales Managers Committee. The prediction was made at the committee's session during the three-day RETMA fall meeting in Chicago last Monday. The figure for monochrome receivers was pegged low because of the need to shift lines for color production next year, and partly because the consumer will have a choice between black-and-white and color, it was explained. Tv set output for the first nine months of this year was 5,524,370 [B•T, Nov. 9].

Electronics Parts Show Meet

THE BOARD of directors of Radio Parts & Electronics Equipment Shows Inc., which operates the annual Electronics Parts Show, will meet Dec. 9 in New York's Roosevelt Hotel to hear special reports of its various committees. Contracts for more than a half of Exhibition Hall space in the Conrad Hilton Hotel, site of the 1954 convention May 17-20, have been received, according to Kenneth C. Prince, manager of the show. Assignments of booth space will be made in New York next month.



REVIEWING a new 10-second tv spot film released to more than 125 tv stations in the Advertising Federation of America's campaign for better understanding of advertising are Robert M. Gray (l), advertising and sales promotion director for Esso Standard Oil Co. and AFA board chairman, and John Wingate, Esso newscaster who narrated the strip.

All-Industry Group Maps ASCAP Campaign

Policy matters on per-program and blanket tv licenses are studied at Chicago session.

POLICY matters involving negotiation with ASCAP over per-program and blanket licenses for tv stations were thrashed out in Chicago last Thursday in an all-day meeting of the All-Industry Local Tv Music License Committee.

Members of the committee reviewed a research project designed to furnish more information for the fight by stations against what they feel are "excessive" rates sought by ASCAP in renewed blanket licenses for another four years [B•T, Nov. 9].

The committee was authorized at last spring's NARTB convention to act for tv broadcasters, excluding networks and their o & o stations, in negotiations for terms covering both type of licenses.

Looks to Talks

Dwight W. Martin, General Teleradio Corp. (WOR-TV New York), committee chairman, said the committee called the meeting looking toward negotiation with ASCAP, perhaps the next fortnight. Discussions touching on litigation—the committee also serves as counsel for 80 or 90 tv stations which sued ASCAP and asked the court to set reasonable fees—also were reviewed, as well as the suit by 33 ASCAP members of the Songwriters of America against various industry groups [B•T, Nov. 16].

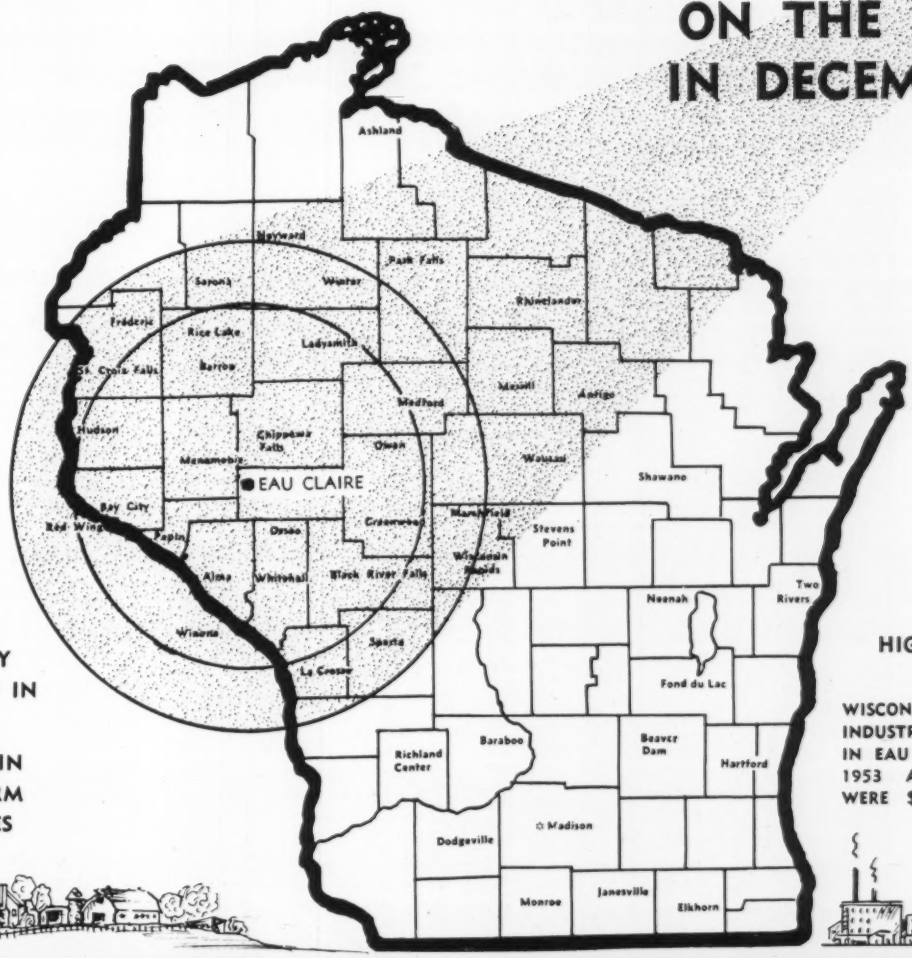
The committee is negotiating for tv stations on blanket licenses after Jan. 1 and for all the industry on per-program pacts prior to that date.

Attending Thursday's meeting were:

Paul Adanti, WHEN (TV) Syracuse, N. Y.; Walter Damm and Russ Winnie, WTMJ-TV Milwaukee; Jack Harris, KPRC-TV Houston; Gaines Kelly, WFMY-TV Greensboro, N. C.; Phil Lasky, KPIX (TV) San Francisco; Hugh Terry, KLZ-TV Denver; Robert Thompson, WBEN-TV Buffalo; Nathan Lord, WAVE-TV Louisville; Don McGannon, DuMont Tv Network; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock; attorneys Stuart Sprague of Sprague & Peck, and J. Lewis and J. Topkas of Paul, Weiss, Rifkind, Wharton & Garrison.

COVER A RICH CHUNK OF WISCONSIN WITH WEAU-TV

ON THE AIR IN DECEMBER



PRIMARY COVERAGE IN 13 WISCONSIN RICH FARM COUNTIES

HIGH INDUSTRY PAYROLL

WISCONSIN'S HIGHEST PAID INDUSTRIAL WORKERS LIVE IN EAU CLAIRE. THE MAY 1953 AVERAGE EARNINGS WERE $103.87 PER WEEK.

PRIMARY COVERAGE	HOUSEHOLD COVERAGE	FARM COVERAGE	RETAIL SALES
340,300 PEOPLE	91,195	33,910	$345,244,000

WEST CENTRAL WISCONSIN'S ONLY TV STATION

NBC, ABC AND DUMONT NETWORKS

WEAU-TV
Channel 13 57.5 k.w.

NBC, ABC AND DUMONT NETWORKS

EAU CLAIRE, WISCONSIN

REPRESENTATIVES
George P. Hollingbery Co., National
Bulmer & Johnson Inc., Minneapolis

UHFs TO BARE TROUBLES AT N.Y. MEET

Ultra High Frequency Tv Assn. has invited representatives from stations, networks, manufacturers and government to hear an exposition of what needs to be done to make uhf successful.

THE troubles that harass uhf television will be discussed by those concerned—the stations—today (Monday) and then laid before related industry and FCC representatives tomorrow at a meeting of the new Ultra-High Frequency Tv Assn., to be held at the Lexington Hotel, New York. (See uhf promotion feature page 88).

The meeting was called by Lou Poller, WCAN-TV Milwaukee, UHFTA president, and William A. Roberts, general counsel. Today's session is closed but tomorrow's meeting will be open.

In announcing on short notice the meeting of manufacturer, network, station and government representatives, the association made a public appeal for speeding up of uhf equipment. The letter stated that while uhf growth has been "good," there remain "quite serious problems" to be worked out by stations and permit holders in cooperation with networks and manufacturers.

Praises Progress

Mr. Roberts sent a four-page letter to top industry figures. He praised progress already achieved but reminded manufacturers and networks that uhf offers them "the eventual market" for transmitting and receiving equipment as well as network programming. Pending advent of color, good uhf equipment and selling will provide "a sound sales-bridge," he stated.

Manufacturers are given credit for "strenuous efforts" to improve uhf equipment but UHFTA is anxious to stimulate production of "genuine all-channel" receivers in all price ranges, feeling this is one of the industry's "most important needs."

It's so important, Mr. Roberts said, that the association may recommend that uhf stations conduct campaigns to promote sale of sets made by manufacturers whose equipment is sensitive enough to give widespread reception without outside antennas.

Other Needs

The letter listed other uhf needs, specifying more powerful transmitters by Jan. 1, development of boosters for low spots in rugged terrain as an integral part of transmitting equipment, training of installation and repair crews to serve industry and public, and lower-cost set converters.

"Refusal of networks to stand by affiliation agreements with uhf stations or to make firm agreements with uhf stations, sometimes under pressure of existing vhf facilities serviced by more than one network," is cited among "network difficulties." Also mentioned are "insufficiency of network programming other than NBC and CBS; restrictions on film showing dates and the high cost of good films, and inadequate revenue to uhf stations which precludes origination of satisfactory shows."

As to the FCC, Mr. Robert's letter said, "Obviously circulation cannot be ignored, but if we must have intermixture the Commission must take the responsibility of preserving the uhf outlets who have invested their money until they can stand on their own feet."

"Restrictive practices" in films, similar to those condemned in the motion picture industry, "should not be established in television or we'll suffer the same punishments," the letter warned.

Mr. Roberts listed another uhf difficulty as "the fact that uhf operators do not know when they are going to get a secure position and this is due in some instances to allocation changes by the FCC in which shift of channels to intermixed markets destroys the established balance. The association will endeavor to prevent this by legal measures and to cause the Commission to move away from unbalanced intermixture as fast as possible."

Among those invited to the conference were Brig. Gen. David Sarnoff, RCA chairman of the board; Frank Stanton, CBS president; Dr. Allen B. DuMont, head of Allen B. DuMont Labs.; Robert E. Kintner, ABC president; Dr. W. R. G. Baker, General Electric Co.; T. J. Newcomb, Westinghouse Electric Corp., and all FCC members.

VOD Contest to Award Radio-Tv Set Prizes

RADIO-TELEVISION sets to be donated to 52 state and territorial winners in the national Voice of Democracy contest will be provided by 23 manufacturers, according to Radio-Electronics-Tv Assn. Collection of prize awards is in charge of John F. Gilligan, Philco Corp., chairman of the RETMA Public Relations & Advertising Committee.

Local and state chapters of U. S. Junior Chamber of Commerce will arange presentation of sets to state winners. Awards to the four national winners will be made in Washington in February. Robert K. Richards, NARTB administrative vice president, is chairman of the VOD committee.

Youth Crime Prevention Benefited by Radio-Tv

Texas judge relates help given by 'Dragnet' sequence.

A RADIO-TV crime program contributed substantially in quelling an outbreak of juvenile deliquency in Houston, according to Judge W. C. Ragan, Precinct No. 1, Houston, Harris County, Tex.

Judge Ragan has informed NARTB's Television Information Committee that use of the *Dragnet* sequence "seems to have had a most lasting effect and has brought to the attention of many parents the needs for a better supervision of their own children." He said the sequence was called to his attention by Lt.-Detective Larry Fultz, who has used it in his supervision of the Houston Police Training School.

Ordered to Listen

Judge Ragan ordered parents of suspects in a "haircut war" at several high schools to listen to a *Dragnet* transcription dramatizing a similar Los Angeles firearms case that had led to a murder.

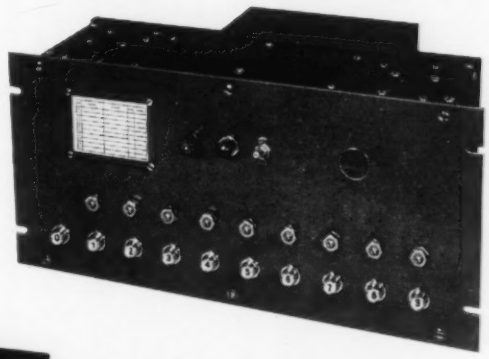
"This sequence and similar ones will do much to bring out forcible lessons in an understandable manner," Judge Ragan wrote NARTB. "I am grateful for the assistance. If I have been in any manner able to save some boy from the mutilation and permanent injuries which could happen, I am deeply grateful."

The NARTB committee cited a study of all programs in the four-station Washington tv market for the week of Sept. 27 which shows the family had a choice of watching one or more non-crime programs at every half-hour during the broadcast day for all seven days of the week. Of 531 programs carried during the week, only 69 had crime, police, mystery or cowboy plot motivation, according to the committee.

GOING over final plans for the radio and television production group meeting of the AAAA's Eastern Annual Conference are (l to r) Wickliffe Crider, vice president in charge of radio and tv, Kenyon & Eckhardt; Planning Committee Governor Donald K. Clifford, head of Doherty, Clifford, Steers & Shenfield; Planning Committee Chairman Rodney Erickson (seated), vice president in charge of radio and tv, Young & Rubicam; James Douglas, vice president in charge of radio and tv, Ted Bates agency, and L. T. (Ted) Steele, vice president in charge of radio and tv, Benton & Bowles. Conference opens today (Monday) at the Hotel Roosevelt in New York.

THERE'S A BIG DIFFERENCE IN BROADCAST REMOTE CONTROL SYSTEMS...

Broadcasters have quickly realized the advantages of remote control of transmitters both in more effective transmitter and studio location and in more efficient utilization of station personnel. Yet, many do not fully realize the great differences in the systems now on the market. Here are the *big* differences that have made the RUST System by far the choice of more broadcasters than all other systems combined:



RUST —
The Leading
Remote Control System

RUST LEADERSHIP
First in development . . . *first* on the market . . . *first* in use. *First* to meet all FCC requirements.

RUST RELIABILITY
Proven by over three years of field testing. More than 100 Rust Systems now in operation.

RUST ECONOMY
The Rust System provides for the control functions you *need* — you don't have to buy unnecessary equipment. This "Tailored to the installation" feature *saves* you money.

RUST VERSATILITY
The Rust System is readily adapted to *almost any* remote control requirement, any transmitter, two transmitters at once. Designed to provide for both your present and future needs.

RUST QUALITY
A look inside Rust System units will quickly convince you of Rust quality — quality in components and workmanship is a big reason for Rust dependability.

RUST SERVICE
The Rust organization stands behind every Rust System. Our interest in your satisfaction goes beyond the year's guarantee.

RUST DELIVERY
No delivery delays with Rust . . . this means that you can start saving sooner.

These are the things that already have made the Rust System the logical choice of the great majority of broadcasters who have taken advantage of remote control. Write, wire or phone for further details.

RUST INDUSTRIAL CO.

the rust industrial company, inc.

608 WILLOW STREET MANCHESTER, N. H.

NCAA Tv Committee Under Attack by Small Schools

THE Television Committee of the National Collegiate Athletic Assn. last Monday was branded as "selfish and arrogant" and neglectful of the interests of small schools. At the same time, the association was scored for its controlled tv football program on general principles.

The area of discussion was the Chicago Quarterback Club, which met in the city's Morrison Hotel to kick tv problems around like a football. The blast against NCAA was delivered by John Breen, athletic director at Lake Forest College, a Chicago suburb, and apparently caught K. I. (Tug) Wilson, Big Ten commissioner, by surprise and forced him into a rebuttal, despite his stand for "regional" tv football coverage. At the same time, Ed (Moose) Krause, athletic director at the U. of Notre Dame, renewed his plea for "open tv" and predicted NCAA's policy would be short-lived.

Claiming that telecasts do not hurt small colleges and that NCAA's program is not "intelligent," Mr. Breen charged:

"The NCAA doesn't give a tinker's dam about the small schools. . . . Its tv committee is selfish and arrogant and usually has the same personnel. They're not thinking of us. They're trying to save their own backs.

"The NCAA has 600 or 700 members. The vote on the tv question is about 110 to 5. Why? Because the NCAA waits until the last day and the last hour of its meeting before voting on the program. . . . If they insist on waiting this long, why don't they let us vote by mail."

Mr. Wilson claimed that "the small colleges are predominant in number and could run it [the NCAA]," and complained that few small schools take part in actual voting. He noted that the tv committee "has one man from each district" and three small college representatives on it.

Mr. Krause said Notre Dame still favors "open tv." He added his school's concern that marginal fans will lean toward interest in professional football "if we don't change to a more liberal television program."

NARTB Convention Unit Starts Exhibit Planning

PRELIMINARY planning toward exhibit arrangements for the NARTB convention next May was undertaken last Thursday by a group of prospective exhibitors and NARTB executives at a meeting in New York.

C. E. Arney Jr., NARTB secretary-treasurer, and Arthur C. Stringer, managing director for the exposition, led the discussions, with NARTB Board Chairman Justin Miller and President Harold E. Fellows appearing briefly.

Representing prospective exhibitor companies were Robert C. Bickel, Andrew Corp.; G. I. Jones of Graybar Electric Co., representing Blaw-Knox and Continental Electronics; Warren Rohrer, Caterpillar Tractor Co.; Frank Newman and Eugene Wald, Allen B. DuMont Labs; John M. Haerle, Gates Radio Co.; Roy Jordan and A. C. Kidder, General Electric Co.; A. F. Brundage, General Precision Lab.; J. B. Lynch, Phelps Dodge; M. L. Gaskill, Philco Corp.; J. P. Taylor, W. O. Hadlock and Wilbur Small, Raytheon Mfg. Co.; W. H. Rappolt, Standard Electronics Corp.; R. F. O'Meara and F. R. MacFarland, AT&T; Walter A. Scanlon, CBS Tv Film Sales; Charles Henderson and Jay Smolin, NBC Film Division; Bennett S. Rosner and James McCarvell, RCA Recorded Program Services; Alice J. Heinecke and W. F. Myers, SESAC; R. G. Bach, Federal Telecommunications Labs.

As in the past, the exposition will be held in conjunction with the NARTB convention, scheduled to get under way in Chicago's Palmer House next May 23.

INS UNVEILS 'SOUND ON FAX'

General Manager Seymour Berkson says it is another 'important first' in the field of tv news. INS facsimile now serves more than 20 video stations, he says.

AUDIO transmission of tape recordings of news events with photos of those events over the INS facsimile circuit has been introduced by INS. It will be placed into operation on a regular daily schedule shortly, the news service said last week.

The addition of "sound on fax," INS said, "will make available, for the first time, both sight and sound coverage of news anywhere in the world within minutes after it happens."

A demonstration of picture and sound transmission on the INS facsimile circuit was held at the recent convention in Washington of the Radio-Television News Directors Assn., and, according to INS, "brought enthusiastic comments from the newsmen."

The introduction of "sound on fax" was described by Seymour Berkson, general manager of INS, as another "important first" by his organization in the field of news for television. He claimed that INS was the leader in introducing the facsimile transmission of news photos to tv stations, and said that since the start of operations last March, the facsimile service has grown to the point where it currently serves more than 20 tv stations.

"We expect that 'sound on fax' will provide even greater impetus to the expansion of the service," Mr. Berkson said. "The possibilities of this new development are tremendous. Speeches, interviews, on-the-spot descriptions of disasters—in fact, anything that can be put on tape—can now reach the most distant points almost immediately along with actual pictures of what happened."

Mr. Berkson said that another advantage of facsimile is that it enables tv stations to use picture sequences rather than single pictures on each story.

Capitol Records Reports Doubling of Net Profits

CAPITOL RECORDS Inc.'s net profit for its fiscal year ending Sept. 30 was almost double that of the preceding year, President Glenn E. Wallichs notified stockholders last week in a quarterly report. Sales for the 12-month period were up 11.6% over the corresponding period of a year ago.

The net income for the 12 months, after all charges including Federal taxes, was $709,62[illegible] equal after preferred dividends to $1.47 a share on the 476,230 shares of common stock outstanding. In the preceding 12-month period earnings were $439,721, or 87 cents a share.

Sales for the 12-month period, less cash discounts, amounted to $15,965,440 compared with $14,312,017 for the similar period a year earlier, the report showed.

Music Promotions Debuts

FORMATION of Music Promotions Inc., New York, to help promote television programs with music has been announced by Lyle Kenyon Engel, music exploitation pioneer in the motion picture field. The company's first such promotion will be on behalf of NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m., EST and CST) and will be highlighted by a contest to find "The Girl of Today" as described in a tune of the same name. The contest started last Monday and will continue through the second week of January. Mr. Engel has maintained offices for the past 18 years at 1 E. 42d St., New York 17.

Packaging Specialists

OPENING of a radio-television department to specialize in packaging programs for industrial or institutional sponsorship has been announced by Melrick Landen Assoc., New York industrial public relations firm. The company's first show, *It's a Deal*, currently carried on WOR New York, and two new packages, *Everybody's a Salesman* and *You're the Banker* are said to be under preparation. Norma Fell heads the radio-tv department and Rick Landen is production supervisor.

CHECKING the installation of United Press facsimile equipment at WHBF-TV Rock Island, Ill., are (l to r) V. M. Augustine, central office chief of AT&T, Davenport; Bill Ellison, WHBF news director; Jack Harenberg, UP representative, and Les Johnson, WHBF-TV manager. The ch. 4 station placed the facsimile in operation Nov. 10, becoming UP's first tv client for such service [B•T, Nov. 16].

YOU MIGHT CLEAR 15' 7¾"—*

BUT . . . YOU NEED WKZO-WJEF RADIO TO "GO OVER" IN WESTERN MICHIGAN!

GRAND RAPIDS—KALAMAZOO AREA PULSE
SHARE OF AUDIENCE—MON.-FRI.—FEB., 1953

	6 a.m.—12 noon	12 noon—6 p.m.	6 p.m.—12 midnight
WKZO-WJEF	41% (a)	41%	40%
STATION "B"	13%	13%	17%
STATION "C"	11%	7%	12%
STATION "D"	9%	7%	9%

(a) Does not broadcast for complete period and the share of audience is unadjusted for this situation.

Use WKZO, Kalamazoo, and WJEF, Grand Rapids, and you get *more* Western Michigan listeners, for considerably less cost-per-thousand.

WKZO-WJEF get 37.9% more evening listeners, 105.0% more afternoon listeners, and 70.8% more morning listeners than the next two stations combined. The March, 1953 Nielsen Report credits WKZO-WJEF with a 12-county audience of 151,050 daytime homes, 130,530 nighttime homes. *On a per-thousand basis, WKZO-WJEF cost 23.9% less at night, 54.7% less in the afternoon, 48.6% less in the morning, than the next-best two-station choice!*

Ask Avery-Knodel for all the facts on WKZO-WJEF, Western Michigan's outstanding radio value.

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-WJEF

CBS RADIO KALAMAZOO **CBS RADIO GRAND RAPIDS**

Avery-Knodel, Inc., Exclusive National Representatives

* *Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

FOUR GRANTS HIGHLIGHT TV PICTURE; DROPOUTS CLEAR WAY FOR ALL WINNERS

WMAM gets Marinette ch. 11; WGAN takes Portland ch. 13; WQXI gets Atlanta ch. 36, and UAW-CIO wins Detroit ch. 62.

FOLLOWING a merger agreement between two competitive applicants, FCC last Wednesday announced grant of vhf ch. 11 at Marinette, Wis., to M & M Broadcasting Co., licensee of WMAM there.

WMAM gave WMAW Menominee, Mich., option for 20% interest for $110,000 for dismissal of its mutually exclusive application.

WMAM's ch. 11 permit specifies effective radiated power of 102 kw visual and 61.7 kw aural with antenna height above average terrain of 450 ft.

Joe Mackin, WMAM manager, said tv starting date will be "about six months" and RCA equipment is planned. WMAM is an NBC Radio outlet.

In other television actions, FCC announced final decisions to grant vhf ch. 13 at Portland, Me., to Guy Gannett Broadcasting Services (WGAN); uhf ch. 36 at Atlanta, Ga., to Robert W. Rounsaville (WQXI), and uhf ch. 62 at Detroit to UAW-CIO Broadcasting Corp. of Michigan. All three of these grants were made possible by the withdrawal of competitive applications.

At Portland, WGAN received the ch. 13 grant after Murray Carpenter dropped his bid for that channel and filed instead for vhf ch. 2 at Bangor, Me., where he has purchased Gannett's WGUY for $45,000, with FCC approval [B•T, Nov. 16]. Mr. Carpenter's bid is opposed by a new application for ch. 2 tendered last week by WLBZ Bangor.

Creighton E. Gatchell, WGAN general manager, hopes the station will be in full operation by next May. General Electric equipment is to be used along with a Truscon tower, he reported. Network affiliation and appointment of a national representative were not announced. The transmitter will be located on Black Strap Mountain, site of WGAN's fm transmitter. WGAN is a CBS Radio outlet and Avery-Knodel is national representative.

Detroit's uhf ch. 62 grant was made to UAW-CIO when competitors Knight Newspapers and WEXL Royal Oak, Mich., withdrew [B•T, Oct. 19].

At Atlanta, the uhf ch. 36 award to WQXI was facilitated by dropout of a competitive bid by the U. of Georgia's WGST Atlanta [B•T, Oct. 26].

FCC designated for comparative hearing in Washington beginning Dec. 18 the Indianapolis vhf ch. 8 case, the Memphis vhf ch. 3 proceeding and the Seattle vhf ch. 7 case.

In the latter, FCC turned down KIRO Seattle's petition to dismiss the competitive ch. 7 applications of KXA and KVI Seattle on the ground they failed to file timely replies to the Commission's McFarland letter [B•T, Nov. 16].

Indianapolis ch. 8 contestants are Universal Broadcasting Co., licensee of WISH there, and Crosley Broadcasting Corp., operator of WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta. Television Indianapolis Inc. withdrew its ch. 8 application earlier.

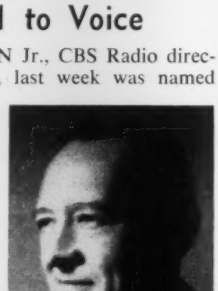
The Commission turned down the request of WCYB Bristol, Va., for an accelerated hearing on its vhf ch. 5 application and the competitive bid of WOPI Bristol, Tenn.

Request of Clarksburg-Fairmont Corp. for conditional grant of its uhf ch. 22 bid at Clarksburg, W. Va., pending comparative hearing also was denied by FCC. The applicant argued that the proposed station of its competitor, J. Patrick Beacom & Assoc., would overlap with another Beacom group interest, WJPB-TV Fairmont, W. Va., but the Commission ruled that this allegation was premature.

Application of Gordon Broadcasting Co. for uhf ch. 74 at Cincinnati was dismissed by the Commission at the request of the applicant, operator of WSAI there. FCC retained in hearing status the competitive bid of Tri-City Broadcasting Co., licensee of WNOP Newport, Ky., adjacent to the Queen City.

Lethen Named to Voice

EDWARD F. LETHEN Jr., CBS Radio director of sales extension, last week was named Deputy Director of the Voice of America. He will assist Leonard F. Erikson, director of VOA, in administrative work. Mr. Erikson is a former executive of McCann - Erickson advertising agency, New York.



Mr. Lethen

Mr. Lethen joined CBS Radio in 1951. Before that he was associated with Macfadden Publications, for 16 years, leaving the firm as director of advertising.

FTC Charges Antell With False Advertising

FEDERAL Trade Commission Hearing Examiner John Lewis last week in an initial decision ordered Charles Antell Inc., Baltimore, and its advertising agency, TAA Inc., Baltimore and New York, to stop "false and misleading advertising" of Charles Antell Formula #9 (a hair preparation), Charles Antell shampoo and Hexachlorophene soap.

The order also was directed against partners Charles D. Kasher, president of Charles Antell; Jack Rosen, vice president-treasurer, and Leonard L. Rosen, vice president. Leonard Rosen addressed the Washington, D. C., Sales Executives and Advertising Clubs last Monday on Antell's growth to a $10 million business (see story page 33). Messrs. Kasher and Leonard Rosen are principals in TAA Inc.

FTC brought the complaint last June [B•T, June 22] against Antell, which has used extensive "pitch" advertising on radio and television [B•T, Jan. 19]. The initial decision, to become the decision of the FTC within 30 days unless appealed or docketed for review, forbids Antell to claim:

That Formula #9 prevents baldness, promotes hair growth, causes the hair to curl, loosens dandruff or remedies split hair; that lanolin is its main ingredient and cleanses the hair; that its use will not leave grease in the hair or change its color.

That Charles Antell shampoo's hormone content has any cleansing action.

That Hexachlorophene soap prevents impetigo or cradle cap in babies, or prevents pimples, boils, blackheads or other skin blemishes. The FTC also would prohibit representation of regular prices as "reduced" prices.

PRESENTATION of the 50 millionth telephone to President Eisenhower took place Wednesday at White House. Cleo F. Craig (r), AT&T president, plugged in the gold-trimmed instrument. Witnessing the ceremony is FCC Chairman Rosel H. Hyde (c).

Oregon Tv Inc. Grant Proposed for Portland

INITIAL decision proposing to grant Oregon Tv Inc. a new tv station on vhf ch. 12 at Portland, Ore. was issued last week by FCC Hearing Examiner Elizabeth C. Smith.

Proposing to deny the competitive applications of Columbia Empire Telecasters Inc. and Northwest Television & Broadcasting Co. the initial decision found each of the applicants possessed "the basic legal, technical, financial and other qualifications requisite to a grant of its application, were it the only applicant for the channel."

The initial decision concluded that on the basis of participation in civic life of the community, facilities and staff to effectuate proposals and diversification of business interests of stockholders there is no decisional difference between Oregon and Columbia and that both are to be preferred over Northwest.

Oregon Given Preference

The examiner further concluded that preference must be given to Oregon on grounds of local ownership, integration of ownership and management, program proposals and diversification of control of media of mass communication.

Principals in Oregon Tv Inc. include President Henry A. White (15.1%), former executive vice president and general manager of commercial Iron Works, foundry and ship building firm; Vice-President-Treasurer Stephen Eberly Thompson (15.1%), lumber executive; Secretary Robert L. Sabin (7.6%), attorney; Director Julius L. Meier Jr. (22.6%), divisional merchandise manager, Meier & Franks Co., department store; William A. Healy (15.1%), vice-president in charge of sales, Doernbecher Mfg. Co.

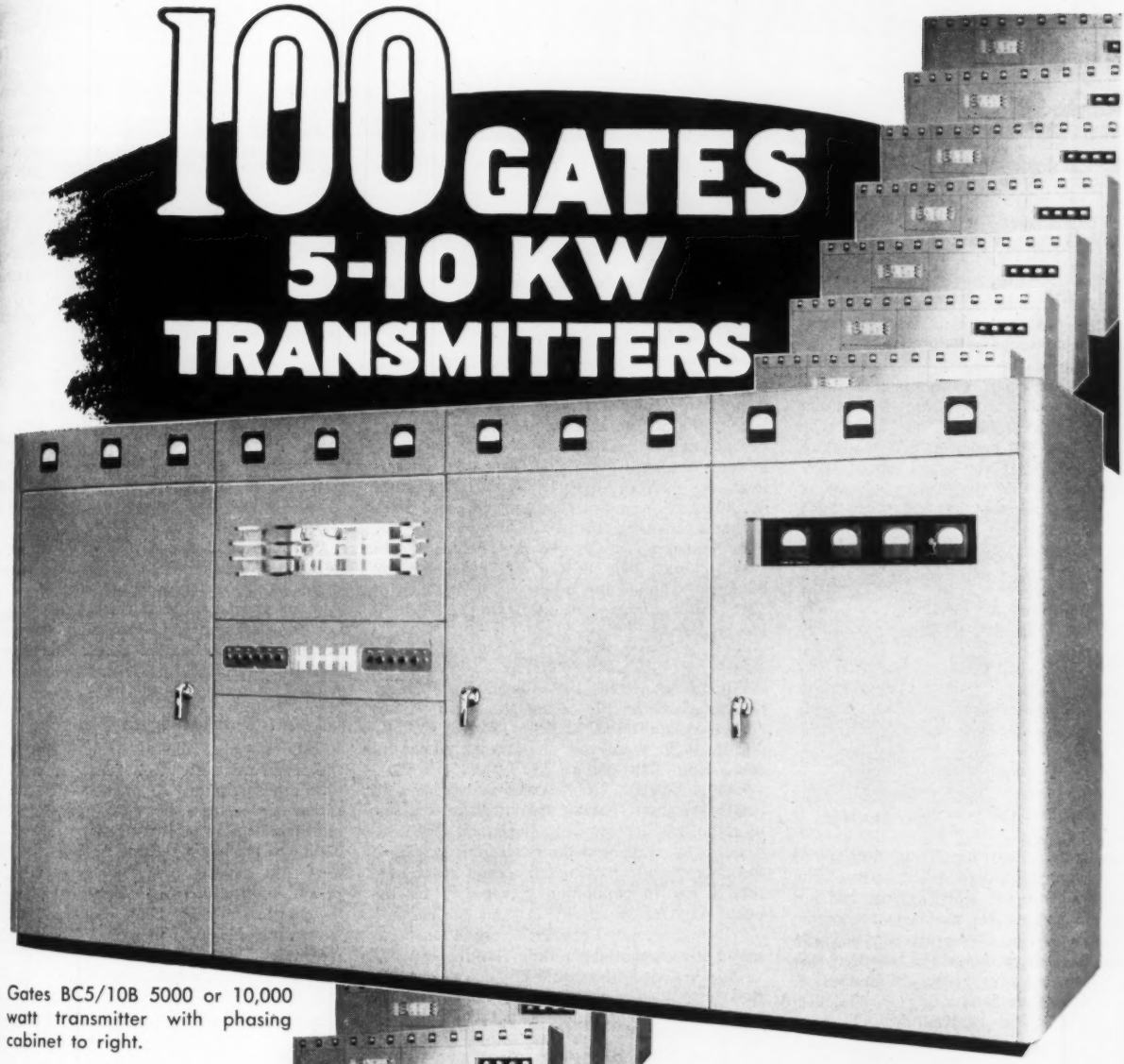
Principals in Columbia Empire Telecasters Inc. include:

Chairman of the Board Philip L. Jackson; President Wesley I. Dumm (60%); Vice President William W. Knight; Vice President Stanley S. Langendorf; Secretary-Treasurer Frank C. McColloch; KPOJ Inc., Portland (26.67%); Journal Pub. Co., Portland (13.33%); Treasurer W. R. Rodbury.

Principals in Northwest Tv and Broadcasting Co. include:

President John D. Keating (33.3%), 50% owner of KPOA Honolulu and KILA Hilo, and owner of KYA San Francisco; Vice President Lewis L. Hunter (33.3%), owner of Pacific Stationers Inc., Portland; Treasurer Winston W. Case (33.3%), limited partner in Walston, Hoffman & Goodman (investment securities), Portland, and Secretary Hy Samuels, Portland attorney.

100 GATES 5-10 KW TRANSMITTERS



Gates BC5/10B 5000 or 10,000 watt transmitter with phasing cabinet to right.

Thirty months after production of the first Gates 5000/10,000 watt broadcast transmitter, the one-hundredth of its kind rolled off Gates production lines. Nearly all of these went into commercial radio broadcasting stations in the United States and foreign countries.

Never before has a single model of a 5-10KW broadcast transmitter met with such popularity and universal acceptance. This sales performance, in a field of illustrious competition, we feel you'll agree — speaks for itself.

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

2700 Polk Avenue, Houston
51 East 42nd Street, New York
Warner Bldg., Washington, D. C.
7501 Sunset Blvd., Los Angeles
13th & Spring Sts., Atlanta
Canadian Marconi Co., Montreal
International Div., 13 East 40th St., New York

DOERFER ADMONISHES BROADCASTERS TO BE SELF-RELIANT IN PROBLEMS

New FCC Commissioner tells Boston group that answer is not in seeking 'paternalistic' protection in Washington.

ALTHOUGH radio listening habits have changed, "there is no apparent reason why television as such should run radio into the ground," FCC Comr. John C. Doerfer said last Monday in a talk before the Radio & Television Executives Assn. of New England at Boston.

He warned that radio broadcasters who seek paternalistic protection against tv from FCC are inviting the greater evil of extended government regulation.

The new Republican Commissioner from Wisconsin also took an optimistic view of uhf television. But he predicted "not more than 750 stations" both vhf and uhf "will be authorized and on the air in the immediate future."

He admonished that the "future success of the broadcasting industry, whether it be radio, uhf or vhf television, cannot be resolved in Washington. Our job is merely to carry out the intent of Congress. We are essentially traffic officers. . . . Self reliance on your part rather than paternalism in Washington is the key to your problems."

Comr. Doerfer

Speaking on the changes in radio listening, Comr. Doerfer observed that "the living-room radio has merely been moved to other parts of the home. Apparently the television set has not displaced the demand for radios in the home; it has merely divided the livingroom set into three parts and moved one to the bedroom, one to the kitchen and one to the children's bedroom or the recreation room.

Comr. Doerfer said this change in listening habits "is evidenced by the fact that there are 5 million homes out of 48 million families which have at least three radio sets" while "26 million automobiles out of some 50-odd million automobiles are equipped with radios."

He concluded that "even though there is an estimated 117 million radios in this country, there is ample room for expansion of the radio market, both in the homes and in the automobiles.

"Not only the convenience of radio," he said, "but the different appeal of radio will support a sustained demand for that media of communication."

Benefits of Imagination

Comr. Doerfer explained the difference of appeal: "While television leaves little to the imagination, radio provides a medium of entertainment for those listeners who prefer their own concept of stage or character roles to that of the television producer or performer. Some listeners really prefer good or classical music without viewing the musicians or artists and find such music an inspiration to their creative thinking. There are people who find listening to the radio relaxing while doing arduous or strenuous work."

In addition to the convenience and the taste demands of the listening public, Comr. Doerfer felt the radio industry can look to new horizons in the near future. "I am speaking about the imminent development of the transistors for the mass production of radios no larger than the size of a wallet or a wrist watch. This should further satisfy the personal needs of the radio listener and should give further assurance to the radio industry that there will be a long and continued demand for radio."

Recalling the pessimistic views held out for radio at the end of the television freeze as new tv grants began to appear, Comr. Doerfer noted these "fears have not materialized." He cited the growth of new standard stations also, noting 64 am stations have been licensed and in operation since last April. On Oct. 1, there were 2,488 am stations licensed and operating, he said, an increase of 164 over Oct. 1, 1952.

Revenuewise, Comr. Doerfer stated am stations and networks in 1948 "reported revenues of $407 million and in 1952 they reported $473 million in revenue, an overall increase of 16%. It is interesting to observe that before World War II about 30% of the 900 radio stations then in existence lost money. In 1952, with over 2,400 stations in operation, only 16% lost money."

Area Revenue

Giving figures for the Boston area, Comr. Doerfer observed that "although gross revenues decreased from $6,370,000 in 1948 to $5,750,000 in 1952, there was an increase in net income from $764,000 to $775,000."

Comr. Doerfer cited economic statistics at length "to show that the manufacture and sale of radio sets are not only substantial but continue to increase; that the purchasing power of the country and accumulated savings plus a continuing rise in population presages future opportunities for prosperity in your business."

"Thus there is no apparent reason why television as such should run radio into the ground."

He concluded "that radio broadcasters should not spend too much time worrying about the future but expend some of that energy in attempting to make their own future.

"It may very well be that some broadcasters will not read the signs properly, improve their local programming, catch the significant trends in the change of listening habits, or increase the efficiency of their station operations. Obviously, there is little that can be done for them."

Comr. Doerfer said he is aware that although gross revenues at the end of 1952 for am stations in the New England region have increased from 1948, the net revenue for the same period has dropped. He offered this breakdown:

	Gross	Net	Stations
1948	$19,500,000	$2,500,000	70
1952	20,100,000	1,910,000	86

"The decrease in the net income may be due to the relatively poor showing of new stations during their first year of operation," he conjectured, but felt "it appropriate to take this occasion to remark that any loss in revenue because of an increase in competition is primarily the concern of the competing interests. In my opinion, the situation does not warrant protection from the FCC."

Comr. Doerfer explained that the Communications Act "recognizes that the field of broadcasting is one of free competition" and "the only possible suggestion that the Commission may, in considering public interest, convenience and necessity, curtail competition" is found in the Sanders Bros. case.

However, he noted, even the concern of the Supreme Court in this case "was not protection for the industry but 'that a portion of the listening public will be . . . without adequate service.'"

In his opinion, Comr. Doerfer said "an broadcaster seeking to induce the FCC to extend its regulatory powers so as to curtail competition is inviting an extension of regulation beyond the incidents of licensing. Would the broadcasting industry favor governmental determination of rates, programming and practices? Such are the historical concomitants of restrictive regulation."

Comr. Doerfer based his estimate of 750 tv station maximum in the immediate future "upon the total of stations on the air, grants made and the channels being applied for."

"It is dangerous to attempt to generalize about the future of uhf," Comr. Doerfer acknowledged. "The present information we have is a little too scanty to make any valid predictions. It is not only scanty, but there are as many different situations."

Uhf "obviously" will do well in those markets where there is no vhf competition, the Commissioner said, "and it may not do well in the markets where there is an abundance of television channels, vhf or otherwise."

He noted that during 1952, 94 of the pre-freeze stations reported profitable operations while 14 showed a loss. Of the losers, nine were in seven-station markets, New York and Los Angeles; two were in four-station markets and two in three-station cities. Only one station of 11 located in two-station communities showed operating loss in 1952.

Detailed Study Needed

"The story of uhf reads like the story of radio and of vhf," Comr. Doerfer said. "The techniques required to provide attractive programs to secure adequate financial backing and to sell these new instruments of communication to the people came only as a result of long and expert study by technicians, showmen people and advertising specialists. Many of the pioneers in these fields now find themselves successfully engaged in one of America's great industries."

"Uhf has the advantage of any youngest child," he explained. "Not only does it appear as a member of a financially-sound family, but it has the benefit of more expert knowledge on the part of the parent and of the support and companionship of its brothers. Even the competitive features are softened. For while these are some areas of conflict within the group, there are many features of compatibility."

Comr. Doerfer cited the July report of the American Research Bureau covering 32 cities which can receive 34 uhf stations and 55 vhf outlets. The median penetration of uhf in these cities was 46.4%.

"One of the explanations given for failure of a uhf venture was inability to get good network programs and consequently adequate sponsorship," Comr. Doerfer said. He continued: "Now the advertisers know that uhf is definitely part of the picture of the future and in order to secure favorable franchises are buying time. An examination of the sponsor lists reveals a good cross section of leading industries. Local advertisers believe that uhf stations, because they provide station choice in many communities otherwise limited to single station viewing, will become increasingly popular and thus provide a new and profitable audience for their tv salesmanship."

Conversion of sets to uhf "does not appear to be an insurmountable problem," Comr. Doerfer stated. "People are willing to spend money for conversion if it means better reception, better programs and greater choice of programs."

RADIO, TV COVER NATIONAL HEARINGS

The microphone and tv camera are on the scene during four Congressional Committee hearings, chief among which was the Harry Dexter White 'spy' case, with former President Truman's speech carried by networks as a public service.

THE RADIO microphone and the tv camera last week again were on the scene transmitting national news events as they happened. The issues, for the most part, were before Congressional committees operating at a time when Congress was not in session.

A check revealed at least four such committees or subcommittees permitting telecasts and broadcasts where requested.

Nationally, two Congressional committees took the spotlight. The Harry Dexter White case as debated by former President Harry Truman and Attorney General Herbert Brownell and other prominent figures (see cartoon) was before the Senate Internal Security Subcommittee, except for the Truman speech which was carried as a public service.

Truman Speech Coverage

The talk by Mr. Truman last Monday night was carried by Mutual, ABC Radio and ABC-TV, NBC Radio and NBC-TV, and CBS Radio and CBS-TV, 11-11:30 p.m. EST. The following day testimony before the Senate Internal Security Subcommittee by Attorney General Brownell and FBI Director J. Edgar Hoover was presented on Mutual and ABC Radio and ABC-TV from 2:30-4:25 p.m., and CBS radio and CBS-TV from 2:30-3:30 p.m. EST. A recording of proceedings was on NBC Radio Tuesday from 10:30-11 p.m. EST, and filmed highlights on CBS-TV, 11:30-12 midnight EST.

NBC-TV said a special 10-city program report taken by Trendex at the time Mr. Truman made his speech revealed about 90% of the TV sets in use were tuned to the talk. It was said 48.3% of tv sets were in use at that hour.

A hearing on juvenile delinquency also was picked up by tv [CLOSED CIRCUIT, Nov. 16]. That session was held by a special Senate Judiciary subcommittee, chairmanned by Sen. Robert C. Hendrickson (R-N. J.).

Two other congressional groups used the broadcast media on a local level, the Senate Permanent Investigations Subcommittee, headed by Sen. Joseph R. McCarthy (R-Wis.) and a House Un-American Activities subcommittee.

Jim Berryman in Washington *Evening Star*

The McCarthy unit was in Boston questioning General Electric workers on possible subversive activities. The Un-American Activities group was looking into alleged communist infiltration into Philadelphia public schools.

An offshoot of the Truman-Brownell exchange on the White episode was Sen. McCarthy's demand for equal time to answer Mr. Truman's reference to "McCarthyism" in his nationally-carried speech (see adjacent story).

'Look' Story Names Lee as McCarthy 'Helper'

FCC COMR. ROBERT E. LEE is identified in the current (Dec. 1) issue of *Look* magazine as one of Sen. Joseph R. McCarthy's (R-Wis.) "volunteer helpers" who "has been very influential in his [the Senator's] career."

The article by Richard Wilson, Washington bureau chief of the Cowles Publications, is entitled, "The Ring Around McCarthy," and describes "the powerful political and social circles" which have "grown up . . . around the stormy figure of Sen. Joseph R. McCarthy of Wisconsin."

The passage on Comr. Lee in full:

"One of them [volunteer helpers] is a former FBI agent, Robert E. Lee, recently appointed by President Eisenhower to the Federal Communications Commission, controlling the licensing of radio and television stations.

"Lee left the FBI, where he was one of J. Edgar Hoover's brightest young men, for a position as one of the chief staff members of the House Committee on Appropriations. Lee and other House investigators compiled a list of suspected subversives in the State Dept. or related agencies overseas. Presumably, the information came from Government sources. One hundred and eight case studies were made. McCarthy's list of 81 subversives, presented without names to the Senate in justification of the charges made in his Wheeling speech in 1950, were all on the list Lee compiled for the Republican Congress in 1947.

"Lee and his wife are close personal friends of the senator and Jeannie [Sen. McCarthy's wife], often teaming up on parties with the Edward K. Nellors. Nellor is a former reporter for the New York *Sun*, who worked for several years as an investigator and reporter for Fulton Lewis [jr.] . . ."

Comr. Lee, a recess appointee to the Commission, was sworn in as a member a month ago [B•T, Oct. 10]. He is working without pay until the Senate can confirm a formal nomination when it meets in January. The appointment was for a seven-year term. He succeeded Comr. Paul A. Walker. At the time of his appointment, Comr. Lee said he was certain Sen. McCarthy, a close friend, knew nothing at all about his being named to the FCC even while it was pending.

Blame Radio, Tv

SEX AND CRIME stories on radio and television are among major reasons youngsters go wrong, according to letters written to the Senate Judiciary subcommittee studying juvenile delinquency. Other influences of major importance: Comic books and the movies.

The subcommittee, currently holding hearings on crime among youths, is permitting television to pick up proceedings.

Chairman of the subcommittee is Sen. Robert C. Hendrickson (R-N. J.). The subcommittee has not said whether it would look into radio or tv, or both, in connection with its review of the crime situation.

McCarthy Accepts Network Time Offers

The Senator demands and gets network time following Truman's reference to 'McCarthyism' in an address.

SEN. JOSEPH R. McCARTHY (R-Wis.) sprang into the Harry Dexter White case indirectly and into a skirmish with radio-television networks last week (see editorial, page 114) as an outgrowth of former President Truman's explanation to the public.

Sen. McCarthy sent telegrams to NBC, CBS, ABC and Mutual on Tuesday demanding equal time to reply to remarks made by Mr. Truman against him.

A copy of Sen. McCarthy's telegram was sent to the FCC.

Last Friday, it was announced the Senator would make his speech Tuesday (tomorrow) 11-11:30 p.m. on radio-tv carried by the major networks that carried Mr. Truman's speech. He probably will make the speech from New York. Networks will be NBC, CBS, ABC (both tv and radio) and Mutual.

Although all networks offered varying degrees of free time, Sen. McCarthy had rejected NBC's offer of time Tuesday (tomorrow) between 10:45 and 11 p.m. EST, on radio and television, declaring he should receive an equal amount of time (half-hour) and the "same spot" made available to Mr. Truman.

A spokesman said NBC had notified the Senator it could not offer him the Monday time slot because that time already had been set for a special program of the Anti-Defamation League with President Eisenhower as guest of honor.

CBS said it offered Sen. McCarthy time last Friday from 11-11:15 p.m. on television and 11:15-11:30 p.m. EST, on radio. Both Mutual and ABC Radio and ABC-TV said they notified Sen. McCarthy he could appear today (Monday) from 11-11:30 p.m., EST, the same time slot allocated to Mr. Truman.

Meanwhile, the Radio-Newsreel-Television Working Press Assn. of New York called on Sen. McCarthy to grant television and theatrical newsreel representatives the same opportunity as other news media in covering public hearings of his committee at Fort Monmouth, N. J., this week. A telegram, signed by Chester Burger of CBS-TV Newsfilm, president of the association, said it was his group's understanding that Sen. McCarthy was considering banning theatrical and television newsreels from coverage of the hearings.

NAVY, RCA PUT 'BIG JIM' TO WORK

First radio message to go around the world was transmitted by Brig. Gen. David Sarnoff last Wednesday from Jim Creek Valley in Washington.

THE WORLD'S most powerful radio station went on active service last Wednesday when the U. S. Navy commissioned RCA-built 1.2 million watt transmitter in Jim Creek Valley in mountain fastnesses of Cascade Range in the State of Washington [B•T, Nov. 16].

The 725-acre site became an official Navy installation with a message from Admiral Robert B. Carney, Chief of Naval Operations, to all Navy units throughout the world.

The message was hand-sent by Brig. Gen. David Sarnoff, RCA board chairman, who as a young man was a wireless operator for American Marconi Co.

The Globe-encircling "Big Jim" enables the Navy to transmit to all its units—to ships on sea, to stations on land, and even to submarines below water. The transmitter at Jim Creek Valley is twice as powerful as any known broadcast station and 22 times more powerful than any commercial broadcast station in the U. S.

Next Step—Sight

Next step in world-wide communications is sight, Gen. Sarnoff said at dedication ceremonies.

"We already possess the scientific knowledge to make television world-wide," he said. "It is technically possible to circle the globe with a land chain of microwave relay towers. It is technically feasible to equip commerical or military aircraft with microwave relay equipment and to build an aerial bridge across an ocean—a bridge that could relay live television signals from continent to continent. And, finally, it is possible to lay across the ocean floors coaxial cables that can carry messages, broadcasts and television from nation to nation."

Gen. Sarnoff also speculated that some day high speed communications by Ultrafax may usher in an international and domestic radio mail service. Ultrafax is the RCA development whereby messages, maps, books, and other printed material are scanned by television camera and flashed instantaneously to distant points.

Application of television to military purposes was also mentioned by Gen. Sarnoff, who said that there are joint military-civilian research teams working on that problem.

The $14 million Northwest radio installation took seven years to construct. It is located near Arlington, Wash., and will house a 109-man complement. It was carved out of raw douglas fir wilderness in valley between Wheeler Mt. and Blue Mt.

The transmitter operates on very low frequency band (14-35 kc) with radio-telegraph circuits. Its power and its wavelength permit its signals to be clearly "read" despite interference, magnetic disturbances or tropospheric interference—in Arctic regions or the equator area.

Antenna array consists of 10 catenary spans suspended over the valley's floor from twelve 200-ft. towers built on surrounding mountain tops. There are six towers on each mountain. Thirty miles of cable are strung between them. There are 23 towers on the floor of the valley for lead-ins and associated equipment.

ROUND-THE-WORLD signal from the world's most powerful transmitter near Seattle is received in Camden, N. J., during the West Coast dedication ceremony. Catching the Seattle message are (l to r): John Lawson, RCA Victor; Matt Bergin, RCA-Victor, who worked with Gen. Sarnoff as a wireless operator 40 years ago; Capt. Ezra G. Howard, USN and Nelson Bucher, RCA Victor.

The transmitters can be operated singly or together as one unit. The antennas similarly can be linked as one system or halved for two operations.

In order to overcome intense electromagnetic field generated by the 200,000 volt high powered equipment, the floor of Jim Creek Valley was laced with more than 200 miles of copper wire. Power is supplied from the government-owned Bonneville Dam.

Gen. Sarnoff, who said that no telegraph operator ever forgets how to use a "key—it's like learning a language"—sent at a speed of 20 words per minute, as requested.

The ceremonies were attended by more than 300 guests, including Navy, Army and local civilian dignitaries.

Arrangement for news coverage included a tape recording by KIRO Seattle available to all other radio stations. The recording was originated by KOMO Seattle for NBC at 10:30 p.m. Wednesday night. The dedication was also filmed for tv and shown on NBC-TV's *Camel Caravan* newscast Wednesday night and on NBC-TV's *Today* the next morning.

Among guests were Mrs. A. Scott Bullitt, owner of KING-AM-TV Seattle: Dave Foley, chief engineer, KRKO Everett, Wash., and John West, NBC West Coast vice president.

Covering the event were newsmen from KOMO, KXA, KIRO, KING-TV and CBS News, Seattle; KOIN, KPTV (TV) and KGW Portland, Ore.; KMO-TV and KTNT-TV, Tacoma, Wash.; KRKO Everett, Wash., and Telenews.

To Discuss Part 18

CONFERENCE on enforcement of Part 18 of FCC's rules restricting the radiations of diathermy machines and similar equipment has been scheduled by the Commission in Washington for Nov. 30 at the request of the Electro-Medical Mfrs. Assn. The manufacturers' group alleges a considerable number of such machines do not comply with the Commission rules and wishes to clarify the problem. Part 18 became effective in 1947 except that equipment made before July 1, 1947, was not included until June 30 of this year. Now, all equipment must comply. Part 18 seeks to prevent interference to television and other licensed services by industrial and scientific equipment. Those planning to attend the conference are asked to notify the FCC chief engineer.

LEGAL PROCEDURE CONFERENCE OPENS

Unit is designed to eliminate red tape and speed up Federal processes. Comr. Doerfer will represent FCC in Monday-Tuesday sessions.

PRESIDENT's Conference on Administrative Procedure will hold its second plenary meeting today and tomorrow (Monday and Tuesday) in Washington, it was announced last week by the conference chairman, Judge E. Barrett Prettyman of the District of Columbia Court of Appeals.

FCC will be represented by Comr. John C. Doerfer. Members of the Federal Communications Bar Assn. have been invited to attend the open sessions at Conference Room B, Departmental Auditorium, Constitution Ave. between 12th and 14th Sts.

The conference was established in April by President Eisenhower to eliminate unnecessary delay, expense and volume of record in some Federal administrative proceedings and generally "to evolve by cooperative effort principles which may be applied and steps which may be taken severally by the departments and agencies toward the end that the administrative process may be improved to the benefit of all."

The conference is composed of representatives of FCC and more than 50 other Federal agencies together with practicing lawyers, Federal judges and hearing examiners designated by the President.

This week's meeting will hear recommendations of working committees on problems outlined earlier in the June 10-11 meeting. One proposal is for the establishment of an Office of Administrative Procedure to carry on continuous studies in the manner that the Administrative Office of the United States Courts functions. Other recommendations to be considered deal with greater use of pre-hearing procedures and reducing the size of records which are filed and printed for the purpose of judicial review.

Committee reports and recommendations have not been completed for some of the problems adopted for study by the conference, it was reported. These uncompleted matters include an extensive study into the feasibility of uniform rules of procedure for Federal agencies, whether contempt powers can or should be given to administrative agencies, the improvement of pleadings and the development of techniques of proof which will shorten administrative hearings and records.

These, together with any additional subjects selected and referred to committees at this week's meeting, are expected to constitute the agenda for a further meeting of the conference next year.

Botkin to Defense Post

HAROLD BOTKIN, American Telephone & Telegraph Co. executive, has been named consultant on communications on the staff of the Assistant Secretary of Defense Charles S. Thomas. He will be with Defense six months to develop policies and systems to eliminate overlap in communications services within the department and prepare the post of Director of Communications to be filled at a later date. Mr. Botkin was assistant director of operations for AT&T and responsible for the direction and management of all long-lines communications.

Stein's Substitute Bid For Miami Ch. 7 Names Fly

JACK C. STEIN, Atlanta businessman who is applicant in the vhf ch. 7 contest at Miami, last Thursday tendered a substitute application in which former FCC Chairman James Lawrence Fly is a principal [B•T, Nov. 9].

Replies to McFarland letters sent all the ch. 7 contestants are due at the Commission today (Monday). Other applicants include Biscayne Television Corp., representing a merger of WIOD and WQAM Miami, with former NBC Board Chairman Niles Trammell holding balance of control; Mel Foster-Harold Hoersch, who last week surrendered their uhf ch. 36 KDIO (TV) Davenport, Iowa, (see story page 60), and East Coast Television Corp., headed by D. Richard Mead, real estate and contracting.

South Florida Television Corp. is the new ch. 7 applicant, of which Mr. Stein is president and 27% owner. Mr. Fly is chairman of the board and 13% owner. Bernard Mayer, frozen foods business, is vice president and 11% owner while M. Lewis Hall, Miami attorney, holds 3% and is secretary.

Treasurer is Admiral Charles Leffler (retired), who also holds 3%. Harry Carpel, who has food and real estate interests in Miami and Washington, holds 16%. A 2% interest is owned by Luther Jones, publisher of the Belle Glade *Herald*. Besides Messrs, Stein and Fly, there are 16 Miami area stockholders.

Mr. Stein owns Stein Printing Co., Atlanta, and publishes the *Motor Carrier Directory*. He also has wholesale liquor interests.

NFL SUIT APPEAL AWAITS DECREE

If the government decides to file an appeal, NFL counsel indicates cross appeal will be filed while the Dept. of Justice says it also will file a cross appeal.

WHILE both Government and National Football League spokesmen appeared content with the Federal court decision in the anti-trust suit [B•T, Nov. 16], the matter of appeal by either side awaits handing down of the court's decree.

Bernard Nordlinger of NFL's counsel said the league had reached no decision on the appeal issue but indicated a cross appeal would be filed if the Government decided to file. In turn, Dept. of Justice attorneys were believed ready to consider a cross appeal if NFL took any action.

Telecasts May Be Banned

The district court decision held in favor of NFL on the main economic question by deciding a pro team may ban telecasts of other league games into its territory when it is playing at home. On the other hand the court ruled against NFL by holding the radio ban illegal; forbidding a ban on telecasts of other league games when a team is playing away, and holding some of the NFL Commissioner's power over radio-tv rights to be illegal.

Persons familiar with the football case indicated that the Government had been represented as willing before and during the trial to accept a consent decree following along lines of the court decision except that the home-game tv protection would have been limited to 3½ hours instead of an entire day as provided by the court.

The league, it was pointed out by a spokesman, "got what it had to have" in Judge Alan K. Grim's ruling even though it lost several points.

Meanwhile, attorneys for the defunct Liberty Broadcasting System and the National and American League baseball clubs appeared in District Court, Chicago, last week in connection with LBS' $4 million suit against 13 of the 16 major league teams.

Attorneys for Liberty, now held by trustee in bankruptcy, entered a motion for "new discoveries" in order to obtain fresh material from the ball clubs.

The trial tentatively is scheduled for Jan. 11 in Chicago before District Judge Julius Hoffman, although it was acknowledged that the case may not come up at that time because of a crowded trial calendar.

It was understood that counsel for baseball had felt the recent Supreme Court decision and U. S. District Court ruling in Philadelphia may constitute grounds for having the suit dismissed.

James Smith, an LBS attorney, pointed out to B•T last Thursday that the SCOTUS decision did not cover the broadcast phase and said Judge Grim's district court finding had no direct effect on radio broadcasts of baseball. Mr. Smith said he thought baseball owners may have entertained a feeling the LBS suit could be thrown out on the basis of certain points in Judge Grim's findings.

TARDY CP HOLDERS FACING CRACKDOWN

FCC, however, points out that its requisite — for more specifics in time extension requests—conversely will expedite action in justified cases.

IN FORMAL expansion of its get-tough policy with new tv station permittees who are unnecessarily delaying construction of their stations, FCC last week announced that requests for extension of completion date henceforth must be specific and set forth the exact amount of time needed to complete the construction.

Several months ago, the Commission began advising tardy permittees that their extension requests "indicated the necessity of a hearing" and FCC representatives expressed the view that the Commission would not condone delinquency [B•T, Aug. 17].

McFarland Letter Sent

One of the first post-thaw tv stations to be sent a McFarland letter inquiring about its construction progress was KIRV (TV) Denver, granted uhf ch. 20 in September 1952.

Fortnight ago an FCC hearing examiner issued an initial decision proposing to deny KIRV's extension bid on the ground it was in default for want of prosecution [B•T, Nov. 16]. The decision found that no construction had been started and no equipment ordered.

FCC's policy notice last week pointed out that under Sec. 3.626 of its rules "the permittee is given 60 days from the date of grant as the time within which construction shall begin and a maximum of six months thereafter for its completion unless additional time is granted by the Commission 'upon proper showing.'"

The notice observed that the "great majority of the extension requests received from tv broadcast permittees seeking a lengthy or maximum extension have specified a period of six months, presumably because of the initial six-month limitation imposed by Sec. 3.626.

"It is the purpose of this notice to point out that permittees should not restrict their requests for additional time to any arbitrary figure, but should apply for that amount of time which is necessary because of the circumstances of the particular case. In this way, an unnecessary burden upon both the Commission and the permittee would be obviated."

The Commission said it should be emphasized, however, "that grants of applications seeking time in excess of six months will be made only when circumstances justifying such action are clearly shown. When such circumstances are absent, the permittee *must* apply for and will be granted only that amount of time found necessary, be it one month, two months or six months."

"Most important of all," FCC warned, "this notice should not be interpreted as according permittees greater leeway than is presently provided in Sec. 3.626 for obtaining extension of time or, stated differently, if 'a specific and detailed showing of . . . matters sufficient to justify the extension' is not made, no extension at all will be granted (City of Jacksonville v. FCC, 7 Pike & Fischer RR 2032)."

Five More Station Transfers Approved by FCC Last Week

SALE of five radio-tv properties were approved by FCC last week.

Pittsburg Broadcasting Co., permittee of vhf ch. 7 KOAM-TV Pittsburg, Kan., assigned its construction permit to Mid-Continent Telecasting Inc. for $20,000, representing the aggregate expenses incurred. KOAM retains a two-thirds interest and The Joplin Globe Publishing Co., publisher of the *The Joplin Globe* and *News Herald*, will own the other third.

In a stock transaction, Ralph M. Immell, et al., as voting trust, acquired negative control of WISC-AM-FM Madison, Wis.

Other station sales approved by the Commission included:

WMMB Melbourne, Fla.—Transfer of control of Melbourne Broadcasting through sale by Henry and Suzanne Dravneek and John J. Schantz for $57,500 to Frederick H. and Dorothy S. Kury.

KLMO Longmont, Colo.—Transfer of control through sale of all stock for $20,000 to Pellon Reed Walker, Irving T. Ludlow and Russell T. Palmer.

KGFW Kearney, Neb.—Transfer of control from Lloyd C. Thomas to Belle M. Thomas, et al.

WMID Hearing Postponed

HEARING was postponed indefinitely last week by FCC Hearing Examiner Millard F. French on a cease and desist order for WMID Atlantic City to remove second harmonic interference to Coast Guard reception of distress signals on 2670 kc from small boats at sea. The hearing, scheduled last Monday, was delayed pending Commission consideration of a petition by WMID to cancel the proceeding since the interference problem has been corrected and Coast Guard officials there acknowledge the change. WMID is on 1340 kc with 250 w.

FTC CITES SECOND D.C. 'BAIT-SWITCH'

Trade Commission complaint says George's appliance firm used deceptive advertising to sell tv sets and home freezers.

THE FEDERAL TRADE COMMISSION last week swiftly followed up its charge of deceptive advertising of home freezers and television sets against a Washington, D. C., appliance chain by making similar charges against a second D.C. appliance company [CLOSED CIRCUIT, Nov. 16].

Named in the FTC complaint were George's Radio & Television Inc., and its officers: George Wasserman, president-treasurer; Leopold Freudberg, vice president-board chairman; Solomon Grossberg, secretary, and Phillip Keller, general manager.

The FTC said the questioned advertising of home freezers occurred in June 1952 on WARL Arlington, Va., and on WTOP and WTTG (TV) Washington. The tv set advertising was on WRC Washington, the Washington *Star* and the *Times-Herald* and by other means, all in April and June 1952, FTC said.

FTC maintained that purchase of a home freezer and enrollment in a food distribution plan did not result in "tremendous" and "incredible" savings of "hundreds of dollars," as advertised. Prices of foods offered under the plan were "considerably in excess" or equal to the same foods bought at retail prices, the complaint said. The added expense of any credit financing, operation, maintenance and depreciation would eliminate such savings if there were any, FTC said.

FTC, in charging George's with "bait" advertising of tv sets, said the firm claimed that current models were "brand new." The prices at which "Mirrortone" sets were offered were not 50% less than the usual price as claimed, FTC said.

Advertised offers to sell "Mirrortone" tv sets at prices from $99 to $129 were not genuine, FTC charged, adding that at the firm's stores and in the homes of prospects, George's salesmen: "Displayed great reluctance or refused to demonstrate the advertised sets, or gave improper demonstrations or "disparaged the design, workmanship and performance" of the sets, while attempting to sell different and more expensive sets than those advertised.

The respondents are given 20 days to file an answer and Hearing Examiner William L. Pack has been assigned to conduct the first session of hearing Jan. 13 in Washington.

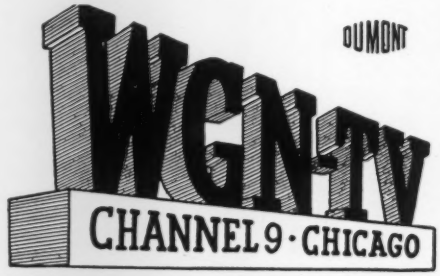
Fortnight ago, FTC cited Lacey's Inc., Washington set and appliance firm [B•T, Nov. 16].

POWER, PLUS!

WGN-TV now transmits the most powerful signal of any Chicago television station*—which means your advertising dollar is worth more than ever before. It means increased coverage, better reception in fringe areas.

Yes . . . *Power, plus* WGN-TV's great facilities are just two reasons why more local and national spot advertisers are sponsoring programs on WGN-TV than on any other Chicago television station. If you're looking for increased sales —it's WGN-TV in Chicago.

* *120,000 Watts*



The Chicago Tribune Television Station

Foster, Hoersch Return KDIO (TV) Davenport CP

CITING inability to obtain network affiliation, Mel Foster and Harold Hoersch last week returned to FCC their uhf ch. 36 construction permit for KDIO (TV) Davenport, Iowa. It is the 24th post-thaw permit to be dropped [B•T, Nov. 16].

Messrs. Foster and Hoersch, who jointly are applicant for vhf ch. 7 at Miami in competition with Biscayne Television Corp., South Florida Television Corp. and East Coast Television Corp., were granted uhf ch. 36 at Davenport in March. They told the Commission they were unsuccessful in obtaining affiliation with ABC-TV. FCC was told CBS and NBC television shows already are supplied by vhf stations in the area.

New Anti-Trust Deadline Seen

ALTHOUGH final deadline had been announced as of last Monday, defendants are expected to ask for another extension to file answers to interrogatories in the Department of Justice's anti-trust suit to force release of 16mm feature motion pictures to tv and other outlets. Assistant U. S. Attorney James M. McGrath had set the Nov. 16 deadline when he granted extension of time on request by Republic Productions Inc.

Anticipating another such request, he said that reasonable additional time would be given if defendants found it essential.

Because the information is considered "trade secrets," Federal Judge Ben Harrison ordered sealed replies filed by RKO Radio Pictures Inc., Columbia Pictures Corp. and its subsidiary Screen Gems Inc. He previously had done likewise with answers filed by Warner Bros. Pictures Inc., Warner Bros. Distributing Corp. and Films Inc. [B•T, Nov. 2].

Court Dismisses FTC Case

THE U. S. Supreme Court last week dismissed a dispute between the Federal Trade Commission and the Book-of-the-Month Club Inc., in which the latter organization appealed an FTC order restricting use of the word "free" in advertising. The court based its decision on recent FTC liberalization of policy on use of "free" in the agency's dismissal of complaints against two other publishing firms [B•T, Sept. 28, et seq.].

KAFY TRANSFER, SALE OF WINS ASKED

Applications for sale of New York station by Crosley for $450,000 to Gotham Broadcasting and transfer of control of 51⅔% interest in KAFY-AM-TV Bakersfield for $85,000 have been filed with FCC.

APPLICATIONS for the sale of WINS New York by Crosley Broadcasting Corp. to Gotham Broadcasting Corp. and transfer of control of KAFY-AM-TV Bakersfield, Calif., were filed last week with the FCC.

At New York, the purchase price of the 50 kw WINS on 1010 kc was $450,000. Gotham Broadcasting is composed of broadcasters J. Elroy McCaw and Jack Keating.

WINS was purchased by Crosley-Avco interests from Hearst Radio Inc. in 1945 for $1,700,000, with a year consideration before FCC lent its approval. Sale of the station was due to Crosley's increasingly expanding broadcasting properties in the Midwest and South along with the need for a concentrated effort in those areas, the application reported.

Messrs. McCaw and Keating have wide radio-tv interests. They are associated in ownership of KPOA and KONA (TV) Honolulu; KILA Hilo, also in Hawaii, and KYA San Francisco. The two currently are disposing of their KPOA interests because of their KONA holdings.

Mr. McCaw has interests in KLZ-AM-FM-TV Denver along with controlling interest in KELA Centralia, Wash.; KALE Richland, Wash., and KYAK Yakima, also in that state.

Crosley operates WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLWA (TV) Atlanta. Its radio properties include WLW Cincinnati and fm affiliates there and in Dayton and Columbus [B•T, Aug. 10].

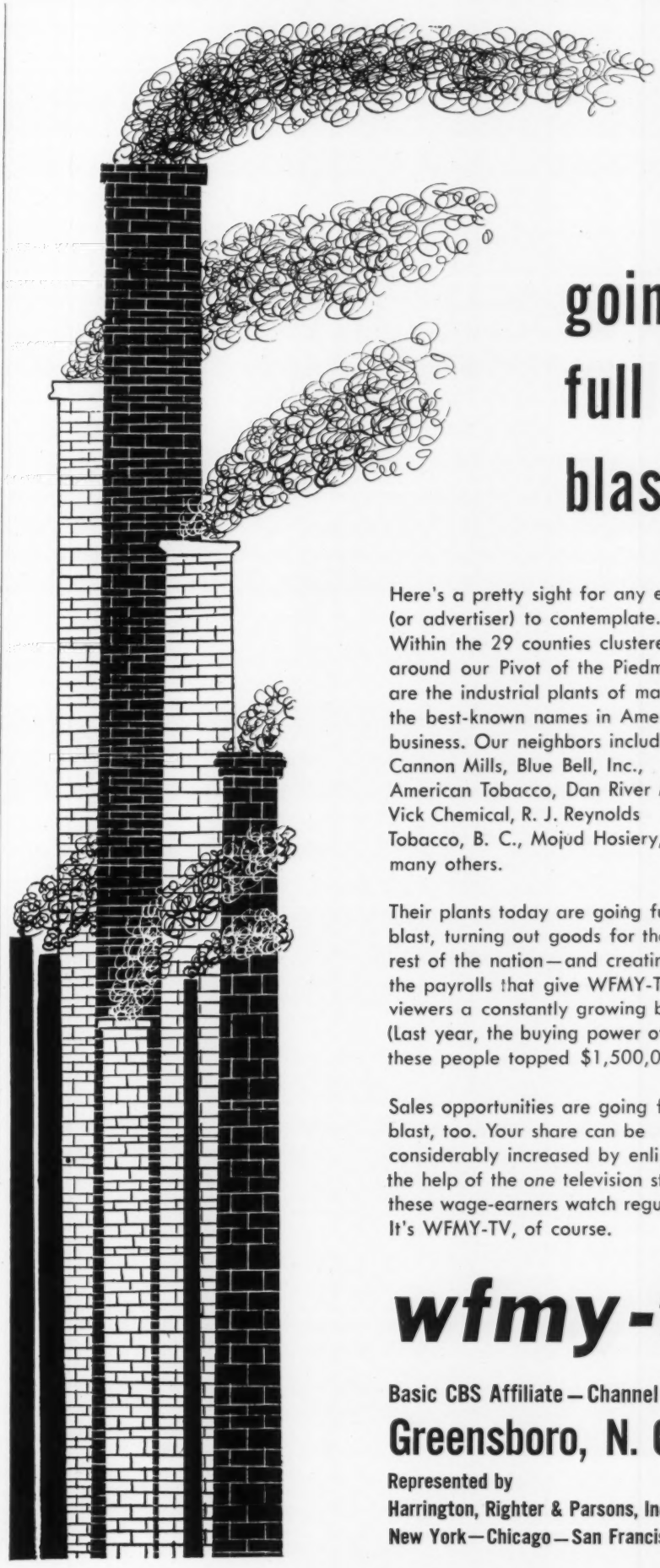
At Bakersfield, Sheldon and Geneva Anderson are selling 51⅔% interest in KAFY-AM-TV for $85,000 to Charles Thieriot, Harold See and The Chronicle Publishing Co., licensee of KRON-TV San Francisco, publisher of the *San Francisco Chronicle* and optionee of 51% interest in KSBW-AM-TV Salinas, Calif.

N. J. Tv Set Law

THE STATE of New Jersey has passed a law making it a misdemeanor for persons engaged in the sale of television sets (and other appliances and devices) to remove or alter the serial numbers and trademarks of sets, or for such persons who acquire, for sale or resale purposes, such property. Pushing passage of the bill was Irving Sarlin, general manager of the Allen B. DuMont Labs., New Jersey factory distributor.

Docket Division Expands

BECAUSE of increase in records and other administrative work connected with comparative television and other Commission hearing cases, the FCC Docket Division has expanded its office facilities at 6516 New Post Office Bldg., Washington, headquarters of FCC. Jessie R. (Sally) Blaine, chief of the division, has provided additional space for examination of new docket material not yet placed in the Public Reference Room files at Room 8450.



going full blast!

Here's a pretty sight for any economist (or advertiser) to contemplate. Within the 29 counties clustered around our Pivot of the Piedmont are the industrial plants of many of the best-known names in American business. Our neighbors include Cannon Mills, Blue Bell, Inc., American Tobacco, Dan River Mills, Vick Chemical, R. J. Reynolds Tobacco, B. C., Mojud Hosiery, and many others.

Their plants today are going full blast, turning out goods for the rest of the nation—and creating the payrolls that give WFMY-TV viewers a constantly growing bankroll. (Last year, the buying power of these people topped $1,500,000,000.)

Sales opportunities are going full blast, too. Your share can be considerably increased by enlisting the help of the one television station these wage-earners watch regularly. It's WFMY-TV, of course.

wfmy-tv

Basic CBS Affiliate—Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

wan'na buy an-island?

PROBABLY YOU DON'T !
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate
WSYR-TV

KTVI-TV Buys KFXD-TV To Surrender Ch. 9

SALE of ch. 6 KFDX-TV Nampa, Idaho, to ch. 9 KTVI-TV Boise, headed by Frank C. Carman, was announced last week.

Frank Hurt & Son Inc., permittee of KFXD-TV, had operated the facility under special temporary authorization for commercial operation from June 17 to Aug. 12 of this year. Poor film programming economically available to the small market station that is in competition with nearby triple-network service was cited by KFXD-TV for suspension of its interim operation [B•T, Aug. 24].

Consideration for the assignment of the ch. 6 permit is the no charge being made to KFXD-TV by KTVI-TV for use of its equipment during the interim operation.

Idaho Broadcasting Co., permittee of KTVI-TV, proposes to surrender its ch. 9 permit upon grant of the assignment.

Vhf Operator Joins Uhfs In Seeking Pay-See Tv

A VHF applicant has joined seven uhf tv stations and grantees in asking the FCC to hold hearings on subscription television [B•T, Aug. 10 et seq.]. A petition has been filed by KBST Big Spring, Tex., applicant for vhf ch. 4 there.

The station claimed that subscription tv "would be a valuable adjunct to television stations' program service by enabling stations to make available to their audiences programs that otherwise could not be broadcast by the station because of restrictions placed on the program by the party in control of the program material, and will enable television stations in medium-sized markets to provide a better program service and operate longer hours than would otherwise be economically feasible."

Generally, the other petitioners in behalf of pay-tv have been those located in cities adjacent to metropolitan area vhf operations and which are covered by usable vhf signals.

Meanwhile, leaders of the recently-formed Broadcasters for Subscription Tv visited FCC Chairman Rosel H. Hyde, Broadcasting Bureau Chief Curtis B. Plummer and Rules & Standards Chief Arthur H. Scheiner Oct. 16. Reports indicate they were heard sympathetically.

Solons May Investigate So. Calif. 'Red' Charge

A SUBJECT the House Un-American Activities Committee may look into is the charge that "Reds" have been disseminating subversive propaganda via radio and tv in Southern California, it was predicted in Hollywood last week.

A subcommittee (Reps. Donald L. Jackson [R-Calif.], acting as chairman, and Clyde Doyle [D-Calif.]) is scheduled to hold a closed door session today (Monday) in Los Angeles. Rep. Jackson had doubted the subcommittee would go far into radio-tv activities [CLOSED CIRCUIT, Nov. 16]. The subcommittee, however, plans to hold an open hearing Dec. 1 in San Francisco.

According to a report on the West Coast, radio-tv people may be questioned on propaganda charges made by the American Legion and Hearst newspapers. Local radio-tv news and broadcaster organizations have asked for Government checking to clear up allegations that news commentators had spread communist propaganda on radio and television stations in Southern California.

Hartford Telecasting Files Policy Paper in Ch. 3 Bid

POLICY statement on proposed public service programs and advisory council was filed with FCC last week by Hartford Telecasting Co., applicant for vhf ch. 3 in contest with WTIC Hartford.

An "ambitious" schedule of educational and other public service programs are planned, according to Harry C. Butcher, wartime naval aide to Gen. Dwight D. Eisenhower and now president-general manager of Hartford Telecasting.

Faculty members of Connecticut's schools and universities will appear regularly and receive talent fees for their efforts, according to Mr. Butcher. The 9:30-10 a.m. period weekdays will feature *Shut-In Schoolhouse* and 6:15 p.m. *Grown-Up Schoolhouse*, with additional daily periods set for civic, religious and other public service features. State labor affairs also will be covered by cameraman and reporter, he explained.

In addition to assuring a full choice of network programs, Mr. Butcher said, the rejection of exclusive agreements will provide the station with "unique flexibility" in planning and scheduling local shows having a minimum guarantee of 13-week cycles. The station would operate 6:25-12:50 a.m. Monday-Saturday and 10:40-12:50 a.m. Sunday.

Hartford Telecasting and WTIC are in comparative hearing before FCC Hearing Examiner Fanney N. Litvin with further proceeding scheduled today (Monday). WTIC has an option agreement with WDRC Hartford, former ch. 3 applicant, whereby WDRC would obtain substantial minority interest should WTIC win the grant [B•T, Sept. 28].

U.S., Canada Stations Solve Skywave in Pact

TO PREVENT potential daytime skywave interference to Canadian clear channel stations pursuant to a proposed international agreement, WEAS Decatur, Ga., and WOAY Oak Hill, W. Va., last week accepted substantial power boosts after volunteering to not employ the stronger signals during the 1½-hour periods after sunrise and before sunset.

Both Class II daytime stations, WOAY was granted change from 5 to 10 kw on 860 kc, while WEAS won an increase from 10 to 50 kw on 1010 kc. The two stations will continue to use their previous lower powers during the 1½-hour limited radiation periods.

FCC action on the applications had been delayed because of their technical conflict with the pending U. S.-Canadian pact. The agreement provides protection for the clear channel stations in each country from the Class II daytime-only station assignments made in the other country on those channels [B•T, May 4].

Technical observers consider that the proposed Canadian pact may hold the key to possible action which FCC may take to solve its own long-pending daytime skywave case [B•T, Aug. 17].

Seek Vhf for Bemidji

PETITION for allocation of vhf ch. 13 at Bemidji, Minn., has been filed with FCC by the Bemidji Civic & Commerce Assn. Only uhf ch. 24 is assigned there with no application pending. The petition suggested ch. 13 could be made available by substituting ch. 11 for ch. 13 at Fargo, N.D., which also is assigned vhf ch. 6 and reserved uhf ch. 34.

'Conflict of Interests' Test Watched by Radio Attorneys

A former assistant attorney general is indicted under 'conflict of interests' law prohibiting former government lawyers from representing clients with claims against the U. S. if the lawyer helped with the government's case.

GOVERNMENT lawyers and those attorneys formerly associated with a governmental agency are watching with interest the case of Herbert A. Bergson, former assistant attorney general, who was indicted last week by a Federal grand jury in Washington, D. C. He is charged with violating the "conflict of interests" law after leaving government service.

Mr. Bergson, who has pleaded not guilty, has asked for immediate trial. His attorney said he also has requested an agreement for trial without a jury. This would leave it up to the judge to decide factual as well as legal issues. U. S. District Judge Edward A. Tamm said he would refer the request to the district's chief judge, Bolitha J. Laws, who assigns cases for trial.

Headed Justice Division

Mr. Bergson headed the Justice Dept.'s antitrust division from June 1948 to September 1950. The "conflict of interests" law prohibits former officials for two years from representing clients with claims against the Government if they were in on the Government's case.

Significance of the Bergson case to the broadcast industry is that it could apply to FCC lawyers. Mr. Bergson is the first to be indicted under the law since Attorney General Herbert Brownell ordered all U. S. attorneys to prosecute apparent violators vigorously.

Mr. Bergson is charged with representing two clients in private law practice after he had either prosecuted or advised them while in charge of the antitrust division. Clients are Minnesota Mining & Mfg. and Carborundum Co., who allegedly paid Mr. Bergson a $100,000 fee for representing them in a proposed merger.

Does Law Have Bearing?

A question at issue is whether the type of service rendered by Mr. Bergson to his clients was in fact the prosecution of a claim in their behalf against the government. Many lawyers hold the conflict of interests law has no bearing unless there is actually a *claim* against the government. Mr. Bergson said no claim was involved.

Attorney General Brownell gave a broad interpretation, saying it is a violation for anybody to represent a client, within two years after leaving the government, if the government was interested in the case and the subject matter directly connected with the service.

Testimony Released

TRANSCRIPT of the testimony of Lucille Ball (*I Love Lucy*) before an investigator of the House Un-American Activities Committee last month in Los Angeles has been released. Miss Ball, with her mother and brother, was interrogated on her registration as a Communist in 1936. Miss Ball said she registered under that label to please her grandfather, a "friend of the working man." She said she had never been nor was she a Communist or sympathizer [B•T, Sept. 21].

TAYLOR ASSETS ACQUIRED BY RAYMER ADDING 9 AMs, 5 TVs TO LATTER'S LIST

Mr. Taylor will concentrate on Wichita and Weslaco broadcasting holdings. Lloyd George Venard stays as active head of Taylor company, which is not disbanded. Mr. Raymer expands his organization as consequence of station list growth.

ACQUISITION by Paul H. Raymer Co. of all assets of O. L. Taylor Co. will be announced today (Monday) jointly by Paul H. Raymer, president of his pioneer station representative organization, and O. L. (Ted) Taylor, board chairman of his more recently established representative firm. Price paid for the Taylor company was not disclosed, but it was learned that the volume of business placed by this firm with the 37 am and 12 tv stations it has been representing amounts to several million a year.

Mr. Taylor states that he has disposed of his representation firm so that he can concentrate on the operation of his broadcasting properties in Wichita, where he owns KANS and is an applicant for vhf tv ch. 3, which is now in a competitive hearing, and in Weslaco, Tex., where he owns KRGV-AM-TV.

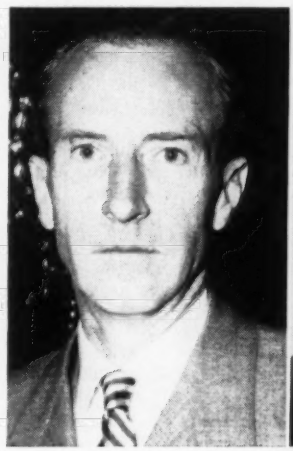
Not a Merger

The deal, described as unique in broadcasting history, does not represent a merger of the two companies, the principals stated. The Raymer organization is adding nine of the am stations and five tv stations formerly handled by Taylor to its own list. The remainder of the Taylor stations will continue to be represented by O. L. Taylor Co., which will function separately and independently of Raymer. Lloyd George Venard, Taylor president, will continue in that capacity as active head of the organization.

The stations which are being added to the Raymer list are all located in the Midwest, where they complement but do not compete with the other Raymer stations, Mr. Raymer said. The list comprises: KTBC-AM-TV Austin, KEYS Corpus Christi, WKBH-AM-TV La Crosse, KLRA Little Rock, KTOK Oklahoma City, KELO-AM-TV Sioux Falls, KRGV-AM-TV Weslaco, KANS Wichita, KFDX-AM-TV Wichita Falls.

Mr. Raymer said that concurrently with the expansion of his station list, his organization is being enlarged accordingly. Two account executives, Stewart Kelly and Bates Halsey, who were formerly with O. L. Taylor Co., joined the Raymer office in New York last Monday. The Dallas sales office of the Taylor Co. has been taken over intact by the Raymer firm.

Contrary to expectations that an arrangement for the sale of the Taylor assets to Paul H. Raymer Co. could be effected in short order, tax problems involved in the transfer caused a delay of more than a month from the date when the parties reached an "agreement in principle" [CLOSED CIRCUIT, Oct. 19].



Mr. Raymer

Mr. Venard

Mr. Taylor

Competitor Praised

IN HOLLYWOOD, where the unusual is normal, KTTV (TV), *Los Angeles Times* station, presented the opposition morning newspaper, *Los Angeles Examiner*, as an example of successful business operation on the station's weekly half-hour *Success Story*.

STORER SELLS 200,000 SHARES

TWO hundred thousand shares of Storer Broadcasting Co. common stock were offered for public sale last Tuesday—and sold out the same day.

Authorities at Reynolds & Co., New York through which the sale was handled, reported the shares were sold at the offering price of $14 each, as anticipated [B•T, Nov. 2], and that the stock was selling over-the-counter at $14.75 a share on Thursday.

The stock sold was that formerly held primarily by J. Harold Ryan, vice president, treasurer, and a director of Storer Broadcasting and a brother-in-law of President George B. Storer, and Mr. Ryan's wife, Frances S. Ryan. Mr. Ryan sold 63,125 shares and she 102,500, each retaining 50,000 shares of common and Mr. Ryan also holding 500 shares of preferred. Additionally, Detroit Trust Co. sold 34,375 shares from a trust established previously by Mr. Storer for members of his family. The trust retains 65,620 shares.

None of the stock sold was from that owned by President Storer, who has approximately 51% of the voting stock—and, accordingly,

SELL Tucson and get your share of $200,000,000 a year

"The Tucson (Arizona) Metropolitan County Area (population 172,800), is the Nation's 110th retail market • 99th in general merchandise • 70th in drug store sales • 53rd in building materials; *income* and *sales per family* above national average." SALES MANAGEMENT

KVOA

Tucson's Salesmaking Stations

KVOA-radio (NBC since 1937)

KVOA-TV Channel 4, NBC affiliate

nat'l. rep.: PAUL H. RAYMER COMPANY

control—of the company. The shares retained by Mr. and Mrs. Ryan form a block which remains second in size only to that held by Mr. Storer. In all, there are approximately 1,106,000 shares of common.

Storer Broadcasting owns and operates seven am, five fm, and five tv stations in this country, and also has a majority interest in one tv station in Cuba, CMTV Havana, which commenced operations 10 days ago [B•T, Nov. 16].

KING-TV to Go to 100 kw On Anniversary This Week

KING-TV Seattle will mark its birthday on ch. 5 Thanksgiving Day by increasing its video power from 19 kw to the 100 kw maximum allowed by the FCC. The station was the first tv outlet on the air in the Pacific Northwest, using the call letters KRSC-TV when it started on Thanksgiving Day, 1948.

Erection of the new tower is underway, according to James L. Middlebrooks, King Broadcasting Co. director of engineering.

"KING-TV not only will provide a better picture for present viewers, but will greatly increase its coverage area," Mr. Middlebrooks said.

He said the new transmitter and antenna will show a Grade A service of 3,505 square miles and Grade B of 13,248 square miles. The antenna will be the highest in the Pacific Northwest—973 feet above mean sea level, Mr. Middlebrooks said.

The new GE transmitter will be the most powerful in the Puget Sound area, Mr. Middlebrooks added.

WOR-TV Buys 136 Films

PURCHASE by WOR-TV New York of 136 feature films for more than $100,000 was announced last Thursday by James M. Gaines, vice president in charge of General Teleradio Corp.'s WOR-AM-TV division. The films were bought from Unity Television Corp., Standard Television Inc. and Quality Films Inc. on the basis of exclusive use for one year in the New York market. They will be used on such WOR-TV schedules as *Sunday Film Theatre, Tales of Mystery, Tales of Adventure* and *Tales of Romance.*

Maizlish Purchases Total KFWB Control

HARRY MAIZLISH, president and majority owner of KFWB Hollywood, has purchased the remaining 49% interest in the station from David G. Baird, New York investment banker.

Mr. Maizlish

Mr. Maizlish acquired control of the outlet in 1950 from Warner Bros. for $350,000. The purchase of the other 49% holding does not require FCC approval but will be reported in an interim ownership form to be filed at the Commission.

Mr. Maizlish concurrently announced the promotion of Morton Sidley, KFWB sales manager, to added duties as general manager of the station. Sidney Yallen, program director, was promoted to operations director and Dan Russell was named program and production director.

Former head of Warner Bros. publicity and exploitation department prior to joining KFWB in 1936, Mr. Maizlish plans to give up general managership duties to devote more time to the station's broader executive affairs, including the upcoming television hearing for uhf ch. 34, fm operation and real estate development.

Marshall Succeeds Block

JERRY MARSHALL was designated last week to succeed Martin Block on WNEW New York's *Make Believe Ballroom,* effective Jan. 1, when Mr. Block moves to ABC. Bernice Judis, vice president and general manager of WNEW, said Mr. Marshall, with seven years of grooming on the *Music Hall* program, was picked for the *Ballroom* spot out of literally hundreds of applicants. *Ballroom* currently has 18 advertisers. Station spokesmen said the sponsors are pleased with the Marshall choice but nevertheless are being allowed 30 days in which to decide whether to renew their sponsorship contracts in view of the switch.

HOW TV can be used to best advantage by vocational agriculture teachers was demonstrated by KPRC-TV Houston at a clinic attended by teachers and officials from 60 Texas counties. A video camera at the clinic holds the attention of (l to r) Bill McDougall, KPRC-TV farm director; Bert Mitchell, station program director; Roy Smith of the South Texas Producers Assn. of Houston, and G. R. McMillan, Brazoria County teacher.

Check First

CLEVELAND'S CHIEF STATION

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H - R REPRESENTATIVES

WJW

CLEVELAND'S *Chief* STATION

Program From Truck Is Jailable Offense

MARSHALL ROSENE, president and general manager of WNXT Portsmouth, Ohio, spent four hours in jail after the station started to broadcast the Nov. 13 Portsmouth-Ironton football game from atop a truck.

The case may lead to a court test of high school control over broadcast rights. Mr. Rosene is charged with driving a truck off a truck route and disobeying a policeman.

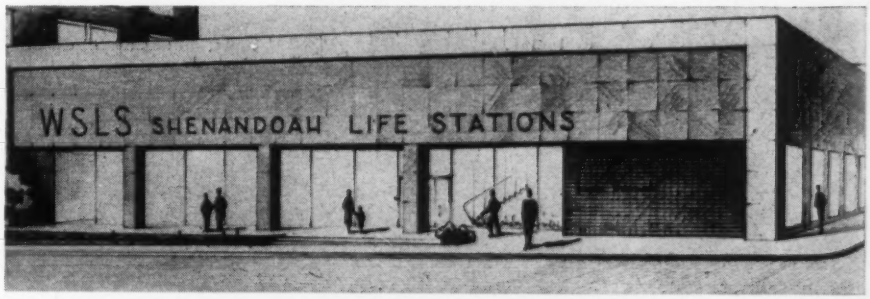
Briefly it happened this way, according to Mr. Rosene: "When at 7:30 p.m. WPAY's Portsmouth engineer and sportscaster were admitted to the press box with broadcast equipment, I made a last-minute appeal to the Ironton principal to allow WNXT also to broadcast the game. At 7:45 p.m., 15 minutes before kickoff, Mr. Davies told me there would be no broadcast by WNXT. We set up atop a truck outside the stadium to do the best job we could.

"Unfortunately for me police put me behind bars in a small cell overflowing with the usual jail inmates. Only excellent work by my attorney kept me from spending the entire night in that miserable place."

Mr. Rosene was arraigned in Ironton Municipal Court Monday and released on $35 bond to appear for hearing Nov. 24.

The WNXT crew included Phil Phillips, program director; Jack Hurst, sports director, and Russell Newman, chief engineer. They used binoculars and had put about 10 minutes of the first quarter on the air when the wire from mike to telephone pole was cut.

WSLS-TV SETS BOOST; NEW CENTER READIED



WSLS-AM-FM-TV Roanoke's half-million-dollar radio-tv center, expected to be complete in September 1954, will offer passersby a view of a tv studio where programs are in progress. Six windows (at right) will display products advertised on WSLS radio and tv programs and photographs of stars of the respective shows.

WSLS-TV Roanoke, Va., last week made the dual announcement that it is installing a new 25 kw RCA tv transmitter in preparation for its power increase to 296 kw video and that it will begin construction late this year on a new half-million-dollar radio and television center.

Shenandoah Life Stations Inc., licensee of WSLS-AM-FM-TV and subsidiary of Shenandoah Life Insurance Co., said the vhf ch. 10 station, when it increases to its maximum authorized 296 kw from its present 25.6 kw, will be one of the most powerful in the nation because of the high location of its transmitter and antenna site, 4,000 feet above sea level on Poor Mountain, 13 miles southwest of Roanoke.

The new radio-tv center at Church Avenue and Third Street, according to the station, will be unique in that large ceiling-to-floor windows will offer passersby on Third Street a view of tv programs being staged in the 2,100-square-foot WSLS-TV studio. On the Church Avenue side will be six large inset windows where products advertised on the station will be displayed along with photographs of station program stars.

The two-story building also will house Roanoke offices of the Shenandoah Life Insurance Co. The structure will be 110 by 108 feet and has been designed to take an additional story. The building will have an additional studio suitable for either radio or tv and will be light conditioned and air conditioned, it was said. Construction is expected to be completed in September 1954.

WSLS-TV will use its old transmitter as an auxiliary facility after its power boost.

. . . EMERGING . . .

A REALISTIC APPROACH

FOR

SELLING MORE—SPENDING LESS

A NEW, LOWER

SINGLE RATE CARD

From deep in the heart of Mark Twain country comes a KHMO announcement of a new single rate card! No "A" time—no "B" time—one rate to cover the 42 rich counties in 3 states saturated by KHMO. Power coverage, aggressive programming, outstanding promotion combine with realistic rates to help you sell at an enviable cost-per-thousand.

. . . See Your John Pearson Man for Details . . . or Contact . . .

HANNIBAL, MISSOURI

William Shaw, Gen'l. Mgr.

KHMO 5,000 WATTS

KHMO 5,000 WATTS

KHMO 5,000 WATTS

KHMO 5,000 WATTS

KHMO

• 5,000 WATTS
• 1,000 WATTS NIGHT
• MUTUAL NETWORK

WHEN eight extras failed to appear for a matinee performance of the Black Hills Passion Play, sponsored in Richmond by WRVA, that station's staff members upheld the tradition that the show must go on. They donned the costumes and the show went on without a flaw. Between acts and back at WRVA later, they are (l to r in both photos) Herb Clarke, announcer; James Clark, sales manager; Harold Barre, salesman; Bill Thompson Jr., publicity manager; Barron Howard, business manager; Bob Knapp, announcer; Bill Dennis, salesman, and Walter R. Bishop, director of public relations.

KTTV (TV) Says 'Bait' Announcer Isn't Employe

KTTV (TV) Hollywood last week denied that announcer William Griffith, charged with false and misleading advertising in selling vacuum cleaners on television, is an employe of the station.

John R. Vrba, station sales manager acting as station spokesman in the absence of KTTV Vice President-General Manager Richard A. Moore who currently is in New York, declared Mr. Griffith was hired by Carmona & Allen Inc., advertising agency servicing the vacuum cleaner firm.

Mr. Vrba said the criminal action by Los Angeles police linking Mr. Griffith to KTTV as an employe is a "complete and total distortion." He said Mr. Griffith's services were used on at least two other tv stations and some local radio stations.

Mr. Griffith and three men connected with the vacuum cleaner firm are scheduled to stand jury trial Dec. 16 on a charge they violated the city's business and professional code. The four were arrested Oct. 23 by a police bunco squad [B•T, Nov. 16, 9].

Police confirmed that the vacuum cleaner firm had made similar "bait" pitches on KECA-TV and KHJ-TV Los Angeles, but did not say whether Mr. Griffith's services were used. KECA-TV said it dropped the account "some weeks" before police action because of the commercials' copy content and KHJ-TV said it clears every questionable product and offer through the Better Business Bureau.

After the police arrests and a warning from the city and Federal agencies, several Los Angeles stations eliminated many accounts which offer a semblance of "bait" advertising. AFTRA's Hollywood local has placed its legal counsel at Mr. Griffith's disposal.

Cancels Red Program

WABD (TV) New York cancelled a 15-minute program last Wednesday night that was to have featured George Blake Charney, labor secretary of the New York Communist Party, on grounds the station felt it was "not in the public interest to provide time to Communists for the espousal of Communist doctrine." This reason was offered by Robert Dreyer, counsel for the DuMont Television Network, owners and operators of the station, after he had studied Mr. Charney's script. A spokesman for the Citizens Committee, which had purchased time for the program, said a protest had been filed with FCC and that tv time would be sought on another station.

WSM Host to Disc Jockeys As 'Ole Opry' Celebrates 28

WSM Nashville was host to 900 disc jockeys last week in a two-day celebration of the 28th anniversary of WSM's *Grand Ole Opry*. A formal meeting last Friday was attended by representatives of BMI, music publishers and recording firms. Saturday, the group attended the anniversary broadcast of the show which advanced the birthday one week to avoid conflict with the Thanksgiving weekend.

Luncheons were hosted by RCA Victor and Peer International Corp. and a cocktail party was given by *Country Song Roundup*. Hill & Range Publications sponsored a breakfast and Capitol Records was host for a midnight snack and entertainment after the Saturday broadcast.

Grand Ol Opry is on WSM each Saturday night for four and one-half hours, with the last 30 minutes carried by NBC. WSM says it is the oldest continuous commercial program in radio.

Yount's Scoop Places Second Best to Horse

HORSES were around long before radio and the police of North Carolina aren't going to let broadcasters forget it—especially Jack S. Younts, president-general manager of WEEB Southern Pines.

Last Tuesday Mr. Younts drove the WEEB station wagon five miles to a Ft. Bragg drop zone where 15 paratroopers and Air Force men were killed when a C-119 "Flying Boxcar" went out of control, ripped through descending parachutists, and crashed. There he recorded a description of the scene, including an interview with the sole survivor from the stricken plane.

With a 4½-hour start on all other newsmen, Mr. Younts drove to Fort Bragg with his tape-recorded material. He fed MBS, press services and made his tape available to all stations.

After 10 hours of gruelling work at the disaster scene and the post, Mr. Younts drove wearily home. There he was greeted by a state trooper who served him with a summons to appear in Moore County court Nov. 30.

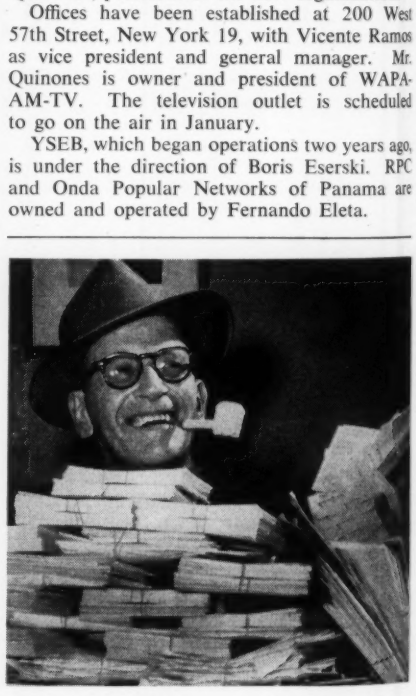
The charge: violation of North Carolina statute 3876L which forbids motorists from passing horses at a speed of more than eight miles per hour. Enroute to the accident area Mr. Younts had passed a couple enjoying a canter alongside the gravel road. Annoyed by dust, they had sworn out the warrant.

Caribbean Stations Open U. S., Canadian Office

FORMATION of Caribbean Networks Inc. as the sales offices in U. S. and Canada for WAPA-AM-TV San Juan, P. R., YSEB of El Salvador and RPC and Onda Popular Networks of Panama was announced last week by Jose Ramon Quinones, president of the new organization.

Offices have been established at 200 West 57th Street, New York 19, with Vicente Ramos as vice president and general manager. Mr. Quinones is owner and president of WAPA-AM-TV. The television outlet is scheduled to go on the air in January.

YSEB, which began operations two years ago, is under the direction of Boris Eserski. RPC and Onda Popular Networks of Panama are owned and operated by Fernando Eleta.



TWO MENTIONS on KMOX St. Louis' *Country Journal* program brought these 2,500 responses—and more—for an aluminum ruler offered by Reynolds Metals Co. Ted Mangner, KMOX farm director who just tops the stack of mail, cites the response as proof that "radio is still the best advertising buy."

TV-ON-AIR TOTAL 318 WITH KCOK-TV

Tulare-Fresno outlet started operations last Monday, while KACY (TV) Festus, Mo., was scheduled to begin yesterday.

THE operating tv station total went to 318 last week as KCOK-TV Tulare-Fresno, Calif., started commercial operation Monday. The uhf ch. 27 station is a DuMont affiliate and is represented by Forjoe Tv Inc. The uhf-vhf station count is now 105 and 213, respectively.

Scheduled to begin regular programming yesterday (Sunday) was KACY (TV) Festus, Mo. (ch. 14), with 500 kw. It has no network affiliation but will feature "some CBS programs," Carl McIntire, vice president, reports. Paul H. Raymer is its national representative.

WNOW-TV York, Pa., is now testing its uhf ch. 49 operation, using complete DuMont equipment. New monorail studio lighting system, devised by local craftsmen, is being employed, according to Ned Jay, sales promotion manager.

First for Worcester

First station for Worcester, Mass., WWOR-TV (ch. 14), is now running test patterns in preparation for a December commercial debut.

A parabolic dish has been constructed at WLAM-TV Lewiston, Me., to pick-up a direct signal from its sister station, WPMT (TV) Portland, 35 miles away, according to Henry Root, chief engineer. WLAM-TV expects to go on the air Nov. 26, and will employ this interconnection as part of its regular program schedule.

KWWL-TV Waterloo, Iowa (ch. 7), is now on test patterns and definitely will go commercial Nov. 29, Don E. Inman, manager, reported.

Thanksgiving will signal station starts to four communities when the following stations go on the air: WITV (TV) Fort Lauderdale, Fla.; WJBF-TV Augusta, Ga., WLAM-TV Lewiston, and KRGV-TV Weslaco, Tex. These will be the first local outlets for Lewiston, Augusta and Weslaco. The Fort Lauderdale-Miami area gets its second signal.

WTAC-TV Flint, Mich. (ch. 16), which was reported earlier as going on the air, also will make its official commercial debut Nov. 26. The station, which will be affiliated with ABC, will give Flint its first home outlet.

Recent grantee in Cumberland, Md., uhf ch. 17 WTBO-TV expects to be on the air next summer, Charles E. Smith, president, announced.

WREX-TV Rockford, Ill., (ch. 13) inaugurated its first local live studio telecast Nov. 15, just six months after its permit was granted May 15, Soren H. Munkhof, general manager, reported.

WFIE (TV) Evansville, Ind., also started commercial programming then. It reports the set count in its A coverage area exceeds 25,000 and is increasing at the rate of 1,000 per week.

Another Nov. 15 station was WIBW-TV Topeka, Kan., the first tv there. Ben Ludy is general mnager; the station is a CBS, DuMont and ABC affiliate.

Stations due on the air in the next 30 days are:

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Dec. 15.

CALIFORNIA

KBAY-TV San Francisco, uhf ch. 20, November '53 (granted STA Sept. 15).

KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Nov. 30.

FLORIDA

WITV (TV) Fort Lauderdale, uhf ch. 17 (DuMont), represented by O. L. Taylor Co., Nov. 26.

WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Nov. 30.

WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 15.

GEORGIA

WJBF-TV Augusta, vhf ch. 6 (ABC, NBC), represented by George P. Hollingbery Co., Nov. 26.

WGOV-TV Valdosta, uhf ch. 37, represented by Stars National, November '53.

IDAHO

KBOI (TV) Boise-Meridan, vhf ch. 2, Nov. 27 (granted STA Sept. 29).

KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gill-Perna, Dec. 1.

KIFT (TV) Idaho Falls, vhf ch. 8 (ABC), represented by George P. Hollingbery Co., Dec. 1.

ILLINOIS

WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Dec. 15.

WINT (TV) Waterloo, uhf ch. 15, Dec. 15.

IOWA

KQTV (TV) Fort Dodge, uhf ch. 21, represented by John E. Pearson Tv Inc., Nov. 23.

OPENING DAY ceremonies for WIBW-TV Topeka, Kan., saw congratulations all around. L to r, Roy Vogel, W. A. Bailey, James Rankin and L. H. Schenck, all directors of Capper Publications Inc., which owns licensee Topeka Broadcasting Assn.; Art Holbrook, WIBW-TV manager; Ben Ludy, WIBW-AM-TV and KCKN Kansas City, Kan., general manager, and Henry S. Blake, Capper president.

Coming this Winter to

ALBANY • TROY • SCHENECTADY

WTRI

TELEVISION

HIGHER POWER

WIDER COVERAGE

Well Worth Waiting For!

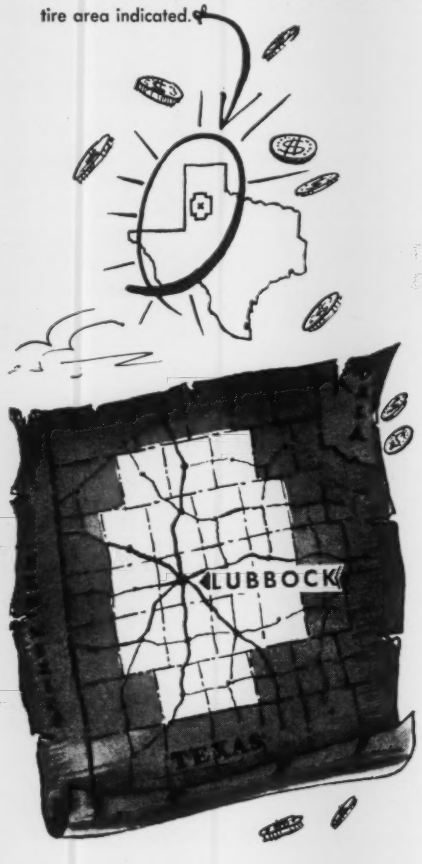
You can soon get LIVE CLEARANCE for your TV network programs in the nation's 27th retail market.

CHANNEL 35

Associated with WTRY (CBS)

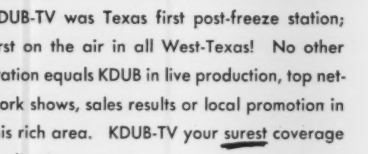
DID YOU KNOW?

The TOP South Plains market has moved! Check that coverage map; you'll find no other TV market as rich or greatly populated in the entire area indicated.



K-DUB's TV TREASURE ISLAND

KDUB-TV was Texas first post-freeze station; first on the air in all West-Texas! No other station equals KDUB in live production, top network shows, sales results or local promotion in this rich area. KDUB-TV your surest coverage medium!



EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural

DUMONT PARAMOUNT CBS

represented nationally by Avery-Knodel

KDUB-TV

LUBBOCK, TEXAS

W. D. "Dub" Rogers, president

Mike Shapiro, asst. mgr. & director of sales

GROUND-BREAKING ceremonies for WKNY-TV Poughkeepsie, N. Y., were participated in by station and city officials (l to r) Rev. J. Dean Dykstra; Robert M. Peebles, vice president-general manager of Kingston Broadcasting Corp.; Robert L. Sabin, manager of tv operations; Bert Chambers, stockholder; Joseph K. Close, president; Paul Mercier, Town of Esopus highway superintendent; Edward R. Eckert, supervisor of Esopus; Raymond W. Mercier, who will construct the tv tower; Mayor Oscar V. Newkirk, Kingston, and Dick McCarthy, WKNY-TV.

KWWL-TV Waterloo, vhf ch. 7 (NBC, DuMont), represented by Headley-Reed, Nov. 29 (granted STA Nov. 4).

KANSAS

KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Dec. 13.

MAINE

WLAM-TV Lewiston, uhf ch. 17 (CBS, ABC, DuMont), represented by Everett-McKinney, Kettell-Carter (Boston), Nov. 26.
WCSH-TV Portland, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 1.

MASSACHUSETTS

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co., Dec. 15.

MICHIGAN

WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Dec. 15 (granted STA Sept. 29).

MISSISSIPPI

WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 15 (granted STA Oct. 19).

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., Dec. 15.
KACY (TV) Festus, uhf ch. 14, represented by Paul H. Raymer, Nov. 22.

MONTANA

KFBB-TV Great Falls, vhf ch. 5 (CBS), represented by Weed Tv Inc., November '53.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Dec. 1 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, December '53 (tests due Dec. 1).

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Dec. 1.
WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 1.

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair Tv, Dec. 1 (granted STA Oct. 28).

OHIO

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 10 (granted STA Sept. 16).

OKLAHOMA

KWTV (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 15.
KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Dec. 1.

OREGON

KPIC (TV) Salem, uhf ch. 24, Dec. 15 (granted STA Aug. 4).

PENNSYLVANIA

WCMB-TV Harrisburg, uhf ch. 27, represented by Donald Cooke Inc., Dec. 15.
WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Dec. 1.
WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., November '53 (granted STA Nov. 10).

SOUTH CAROLINA

WGCT (TV) Greenville, vhf ch. 4, represented by Weed Tv Inc., Dec. 15.

TENNESSEE

WSIX-TV Nashville, vhf ch. 8 (CBS), represented by George P. Hollingbery Co., Nov. 30 (granted STA Sept. 9).

TEXAS

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., Nov. 26.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Nov. 30 (granted STA Oct. 16).

WASHINGTON

KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George P. Hollingbery Co., Dec. 11.

WISCONSIN

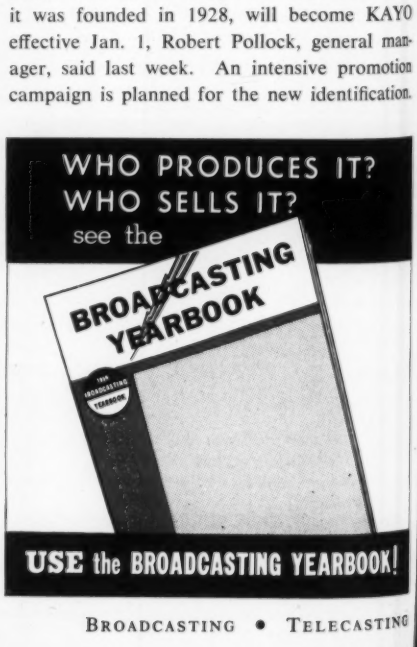
WEAU-TV Eau Claire, vhf ch. 13, represented by George P. Hollingbery Co., Dec. 1.
WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Dec. 15.

ALASKA

KTVA (TV) Anchorage, vhf ch. 11 (NBC, Dumont), represented by Hugh Feltis & Assoc., Dec. 15.

KRSC to Become KAYO

KRSC Seattle, known by those call letters since it was founded in 1928, will become KAYO effective Jan. 1, Robert Pollock, general manager, said last week. An intensive promotion campaign is planned for the new identification.



Chicago O&O's Study Realtors' Offerings

THE THREE network tv owned and operated stations in Chicago have plenty of takers among realty firms whenever they decide in what direction their physical expansion will go.

Stations are ABC's WBKB (TV), CBS' WBBM-TV and NBC's WNBQ (TV). Each plans to enlarge its facilities in the months ahead. Subsequently, a number of local realty firms have been making overtures. Bids for business in new property sales have been delivered to the three networks' headquarters in New York.

WBKB, whose general manager, Sterling C. (Red) Quinlan, reports at least half a dozen realty firms interested in his station's expansion plans, currently is housed in the Civic Opera Bldg. and in the Daily News Bldg. The station has three years before its current lease expires. It pays about a quarter million dollars each year for the lease.

Under consideration by WBKB is the downtown Chicago Greyhound Bus Depot, among others. Reports of a proposed Television City for ABC in the Windy City were labeled "premature" by Mr. Quinlan.

WBBM-TV wants a property to house combined radio and tv operations. The station, whose transmitter is at the top of the American National Bank Bldg. and which has studios in the State & Lake Bldg. with other facilities and offices in the Wrigley Bldg., has stalled present plans and its actual power boost to 100 kw until its dispute with Zenith Radio Corp. on ch. 2 is resolved.

WNBQ is in the Merchandise Mart and originates NBC's *Welcome Travelers* from Studebaker Theatre although it reportedly seeks additional floor space in the mart. Formerly, the station sought other properties.

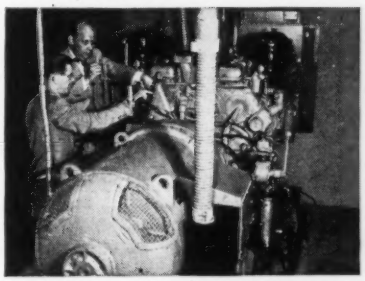
WTVI (TV) In Black

ALTHOUGH on the air only two months, WTVI (TV) Belleville, Ill., which covers the St. Louis market, has reported that the station is "in the black." WTVI (ch. 54) is the first uhf station in the St. Louis area, and according to Joseph Weed, president of Weed Television, national representatives for the station, its success can be attributed to excellent planning. Declared Mr. Weed: "There were 66,799 conversions to WTVI's ch. 54 on June 30—six weeks prior to the station's official debut. This increased to 127,000 as of Oct. 19. Conversion is averaging 500 sets a day and servicemen report they are 30 to 60 days behind on conversion orders. The bow-tie antennas are all aimed at WTVI's transmitter and the uhf strips in the converted receivers are set for ch. 54."

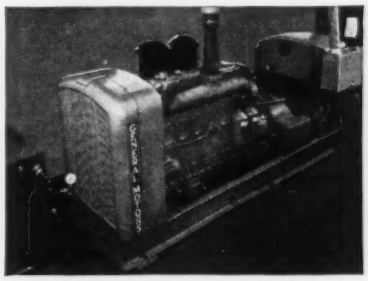
WRTV (TV) Appoints Three

APPOINTMENTS of Richard Behrman as producer-director of WRTV (TV) Asbury Park, N. J., and of G. Ted Levy and Allen I. Preville to the sales staff were announced last week by Harold Burke, station managing director. The station, which will operate on uhf ch. 58, has scheduled test pattern operations for the first week in December.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

GM GENERAL MOTORS DIESEL POWER

Write for Generator Set Catalog 6 SA 20.

LEONARD A. GOLDENSEN (r) AB-PT pres., who was re-elected for fifth straight year as pres. of United Cerebral Palsy campaign, discusses the 1954 drive with William Clay Ford, vice pres., Ford Motor Co., and UCP national chairman

AWARD from Goodwill Industries of Santa Clara County is presented KEEN San Jose, Calif., for aid in recent employ-the-handicapped drive. George Snell (r), KEEN prog. mgr., accepts award from Dr. Charles Fernish (l), Goodwill pres. Ed Bohn, KEEN disc jockey and Goodwill public relations representative, looks on.

NEW YORK municipal election coverage earlier this month under sponsorship of Hebrew National Kosher Sausage Co., Brooklyn, is arranged by (l to r) Leonard Pines, firm pres.; Henry Untermeyer, WCBS New York sls. mgr.; Edward Sholemson, exec. v.p. of sponsor; Bill Crawford, WOR New York sls. mgr., and Mike Renault, WABC sls. mgr.

PERFORMANCE No. 2,000 of *The Second Mrs. Burton* on CBS-TV for General Foods Corp. is observed by (l to r) Eric Schlubach, Young & Rubicam acct. exec.; Wally Chateauvert, show dir.; Mary Harris, producer; Edward W. Ebel, GF dir. of adv., and Patsy Campbell and Dwight Weist, who play in the series.

WCCO Bows With Bunyan, New Spot Radio Package

COMBINATION appeal to the advertiser is claimed by WCCO Minneapolis-St. Paul which is offering "a new concept in spot radio . . . designed to make the advertising dollar go farther and link sponsors with several outstanding programs."

The radio program package is labeled the "Paul Bunyan Power Plan." General Manager Larry Haeg says the advertiser taking part "receives five important benefits — association with well-known personalities, king-sized audiences, adult listeners, frequency and the support of a solid merchandising plan."

Each Bunyan package is made up of three top shows sold as a group to three participating sponsors, according to Mr. Haeg. Shows are scheduled on three different nights at varied times each night. Each sponsor has a full minute commercial in each of the three shows, plus credit acknowledgment at the open and close of each show.

An example package cited by the station comprises *Freedom U. S. A.* with Tyrone Power, a dramatic show; *Meet Your Match* with Ed Viehman the m. c., an audience participation program, and *The Showboat* starring Bob DeHavon, a musical variety show.

Ohlman Sells KVAS To Pacific Bcstg. Co.

SALE of KVAS Astoria, Ore., to Pacific Broadcasting Co., which includes Al Capstaff, Hollywood radio-tv producer, and station representative Tracy Moore, was reported last week, subject to FCC approval. Consideration is about $30,000.

KVAS is transferred to the new firm from W. R. Ohlman, receiver appointed by Federal bankruptcy court, under authorization of Circuit Court Judge Howard K. Zimmerman. Licensed to KVAS Inc., of which L. E. Parsons is president, KVAS has been closed and in receivership since early August.

Mr. Capstaff plans to be general manager of KVAS. Station will purchase new equipment and move to John Jacob Astor Hotel with new programming concentrating on music, news and sports. Third principal in Pacific Broadcasting is T. R. Williams, head of Astoria Navigation Co.

WPIX (TV) Sales Record

BILLINGS at WPIX (TV) New York for the first 10 months of 1953 were described last week by Fred M. Thrower, vice president and general manager, as "the highest in the station's history," with revenue in October from film programming said to be 140% over that of October 1952 and from sport events 120% over that of the corresponding period last year [CLOSED CIRCUIT, Nov. 9].

Mr. Thrower credited the increase in revenue from sports shows to a completely revamped schedule geared to a more general appeal, and to increasing interest of advertisers in that type of programming. He said the upswing in film revenue follows a general realignment of the station's programming, which was highlighted by the addition of the Sunday *Mystery Night* series from 7:30-10:30 p.m., EST.

NEWLY-appointed genral manager of KTAG (TV) Lake Charles, La., James W. Lucas (l), formerly assistant to the president of the World Wide Broadcasting System [B•T, Nov. 16], scans details of the operation of KTAG, which went on the air Nov. 15. Warren Berwick, president of the station, is the other party to the discussion.

WMAQ Realigns Schedule For Service, Local Shows

NBC's o&o WMAQ Chicago is realigning its program structure to accommodate new public service features and local shows, and to supplement the 28 programs now being offered by the network under its own revitalized radio plans.

The plans were announced by Harry C. Kopf, vice president in charge of NBC Central Division and general manager of WMAQ. School announcements and traffic bulletins will be aired at regular periods in the morning and during rush hours in the evening. "Personalized" public service announcements by local Red Cross, Community Chest and other officials will be accented.

Programwise, WMAQ and WNBQ (TV) personalities will appear interchangeably on both stations, Mr. Kopf stated.

WWOR-TV Names Advisors

WWOR-TV Worcester, Mass., new uhf ch. 14 station which plans mid-December commencement, last week announced formation of an advisory council of local citizens to aid in program planning. John Z. Buckley, president of Salisbury Broadcasting Corp., permittee of the station, said "the purpose of the WWOR-TV Advisory Council will be mainly to enable ch. 14 television programs to provide a worthwhile and progressive contribution to the citizens of greater Worcester and the WWOR-TV coverage area by way of programming events and special shows that will be a credit to Worcester's first tv station."

WLWA (TV) Sales Up 66.5%

WLWA (TV) Atlanta billings increased 66.5% for the period February-October 1953 over the similar period of 1952, W. P. Robinson, president of Crosley Broadcasting of Atlanta Inc., Crosley Broadcasting Corp.-owned licensee, said last week. Sales for October 1953 showed an increase of 77% over the same month last year, he said.

NEW home of WJIM Lansing, Mich., housing all radio and tv facilities, will look like this when it is completed next spring (target date for the opening is June 1954). WJIM President Harold F. Gross says work already has started on the East Saginaw St. site. Of modern country design, the building will have a large tv studio equipped to house eight sets, a smaller tv studio, three radio and recording studios and two master control rooms. The building will house WJIM-TV's new 100 kw transmitter when it is delivered in February and also will have facilities for installing color tv. Clients' room, film department, public viewing room, art studio, club and dining room, dressing rooms and an outdoor tv patio round off facilities.

Governors Test Lobsters

WHICH New England state has the best lobsters was to be decided at a "WBZ Lobster Cook Off" last Thursday with governors of six states sampling and judging prize lobsters from each state. The contest, sponsored by WBZ Boston, was held at the Statler Hotel there.

The lobster controversy started when WBZ's Carl deSuze mentioned on the air that, "Last night I had a Maine lobster, and it was the best I've tasted." Hundreds of letters deluged the station disputing his choice as each New England state started to wave its lobster tail.

Massachusetts Gov. Christian A. Herter challenged governors of the other five states to show their finest lobsters in a test.

All the chief executives accepted, including Vermont—a land-locked state. The winning state has promised to send six of its champion lobsters to President Eisenhower.

To Pour or Not to Pour

WCUE Akron, Ohio, is carrying a unique system of weather broadcasts, beamed especially to building contractors.

The J. P. Loomis Co., the city's largest concrete contractor, is sponsoring the weather and temperature reports on the Akron independent, using a daily saturation schedule. The emphasis is on temperature, a factor of great concern to

SIGNING WCUE-J. P. Loomis Co. contract for temperature broadcasts are Carl F. Shoaf (seated), Loomis vice president-general manager, and (l to r) Wilson Turner, WCUE account executive; Robert Collins, Loomis general superintendent, and Jack Maurer, WCUE commercial and station manager.

contractors ready to pour concrete.

The broadcasts advise them if the temperature is right for pouring. If the mercury is dangerously low, they are advised of proper steps to safeguard freshly-poured concrete.

The broadcast series is merchandised to contractors by means of pocket-size cards carrying a schedule of broadcasts. The cards have been mailed to several hundred Akron area contractors and supervisory personnel.

Cincinnati Educ. Tv Pushed

DRIVE for the final $150,000 needed to complete financing for Cincinnati's educational television channel, uhf ch. 48, got underway in that area last Monday, according to a report by the National Citizens Committee for Educational Television. Application for ch. 48 was filed with FCC last May.

IBEW Charges Dismissed

KMAC and KISS (FM) San Antonio were freed Nov. 1 by the National Labor Relations Board of IBEW charges the stations had refused to bargain with the union. The board dismissed the IBEW complaint and overruled its trial examiner, finding the stations were within their rights in insisting on an NLRB-ordered election.

Why continue paying rent for your transcription library year after year, when you can *own your own* and save a substantial hunk of money? It's yours for keeps when you buy the STANDARD Transcription Library . . . and it costs you thousands of dollars less than rental.

Service includes 5,000 All-Time favorite musical selections by Tommy Dorsey, Spike Jones, Bob Crosby, Doris Day, Frankie Laine and a host of other famous performers . . . plus 600 program and commercial aids.

Start cutting your music costs immediately with STANDARD OWN-YOUR-OWN Library. Write for complete cost information, today.

FoolisH isn't it?

BUY and OWN-YOUR-OWN LIBRARY from
STANDARD RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Illinois

SOUND EFFECTS, TOO!
A vast collection for every conceivable program use. Write for catalog today.

AT color demonstration of WPTZ (TV) Philadelphia [B•T, Nov. 16] are (l to r) Les Quailey, in charge of radio for N. W. Ayer & Son; Alex Dannenbaum, WPTZ sls. mgr.; Dick Borden, adv. mgr., Atlantic Refining Co., and Ayer's Nort Cotterell.

FIRST contract for the new WTOV-TV Norfolk, Va., is completed by Ira Davidoff (l), pres. of Cavalier Adv. Agency, for Giant Open Air Market, and Joe Matthews, WTOV-TV sls. v.p. The uhf ch. 27 outlet is to start Nov. 30.

AS WSLS-TV Roanoke, Va., became the 15th station on tv schedule of *Your Esso Reporter*, the first program Nov. 9 is attended by (l to r) Curt A. Peterson, vice pres., Marschalk & Pratt, New York; Tom Wright, WSLS-TV announcer who does show; Horace S. Fitzpatrick, assistant to coml. mgr. of WSLS-TV, and R. O. Goodykoontz, div. mgr., Esso Standard Oil Co., Richmond.

WELCOMING John Rohrs (l) on his return as manager of United Television Programs' Chicago office are Wynn Nathan, UTP national sls. mgr., and Phil Krasne (seated), UTP pres.

ACCEPTING congratulations for putting KDEF Albuquerque, that city's newest am station, on the air, is Frank Quinn (r), owner-general manager. Wishing Mr. Quinn and KDEF well are (l to r) Leif Erickson, chief of the AP News Bureau; Robert Tripp, president, Albuquerque Chamber of Commerce; John McManus, president, Albuquerque Symphony Society, and T. D. Cornam, chairman, County Commission. The news and music independent went on the air in September with 1 kw on 1280 kc.

WMAQ 'Sends' Them

IF you want to sell people on taking excursion trips—better use spot announcements. At least, that's the thinking of WMAQ Chicago. Station claims credit for complete sellout of 950 excursion trips from Chicago to Niagara Falls on the Nickel Plate Road because of 15 spots it aired for the railroad. WMAQ was the only medium used by Nickel Plate, whose executives wrote that "this response is certainly a fine testimonial to the effectiveness of your handling of of the announcements." Sellout represented a 3,000% return on the advertising investment, according to the NBC O & O outlet.

Blair Names Smith in S. F.

APPOINTMENT of Heber Smith Jr. as manager of the San Francisco office of John Blair & Co., national representative of radio stations, was announced last week by Richard D. Buckley, Blair president. Mr. Smith, who joins Blair on Dec. 1, replaces James Richards, who has resigned to join General Teleradio Inc. in New York.

Mr. Smith formerly was an account executive in the San Francisco office of NBC Spot Sales. Previously he had served as an account executive for KJBS San Francisco and with the advertising department of the *Oakland Tribune*.

NLRB Atlanta Ruling

RULING of a regional director of National Labor Relations Board, overruling IATSE challenge of one ballot in an election at WLWA (TV) Atlanta, was sustained by the full board in a decision made last Monday. Board ordered the regional director to open and count the ballot, which affects the result of a close election. IBEW is intervenor in case.

Station Shorts

Edward Lamb Enterprises Inc. announces opening of new offices on fifth floor, Edward Lamb Bldg., Toledo, Ohio. Telephone is Main 1254, 1255, 1256.

Representatives

WMIN St. Paul, Minn., appoints George W. Clark Inc. as national representative.

KSLA Shreveport, La., appoints Paul H. Raymer Co. as national representative.

CFRA Ottawa appoints, effective Jan. 1, Stephens & Towndrow, Toronto, as representatives at Toronto and Montreal.

WANN Annapolis, Md., appoints John E. Pearson Co. as national representative and Dora-Clayton as southern representative.

Donald Cooke Inc., radio and television station representative, has moved its N. Y. office to 331 Madison Ave., N.Y. 17, N.Y. Telephone remains Murray Hill 2-7270.

Radio A. E. F., Brazzaville, French Equatorial Africa, appoints Pan American Bcstg. Co., international radio station representative with offices in N. Y., Chicago and S. F., representative reports.

One Flag—$15,300

A WELL-TRAVELED Texas flag was worth $15,300 to the Houston Charitable Institutions, largely through the efforts of News Editor Pat Flaherty of KPRC there.

The flag had been given by Gov. Allen Shivers to a Brenham, Tex., man who carried it in the Salt Grass Trail Ride in 1952. Mr. Flaherty drove the chuck wagon on the 70-mile drive from Brenham to Houston. Then the flag was sent to Sgt. Bob Doughtie of Willie, Tex., then on duty in Korea. Sgt. Doughtie flew the emblem in combat there. Then the flag came back to Texas—and to a charity auction. It will be placed in the trophy room of the *U.S.S. Texas*

PROFESSIONAL SERVICES

Wright Opens Office

LOWELL R. WRIGHT, for six years head of the Civil Aeronautics Administration's Air Space Utilization Branch, has opened an office in Washington as aeronautical consultant on radio and television tower sites as well as air traffic control. His office is located at Herndon, Va., Washington suburb. Mr. Wright took an active part in writing FCC Rule 17, adopted last year to govern aeronautical studies of radio and tv tower sites. He was a Dept. of Commerce member of the Washington Airspace Subcommittee.

Shipley, St. Lewis Merge

CARL L. SHIPLEY, radio-tv attorney, and Roy St. Lewis, former Assistant Attorney General of the U. S., last week announced their association in the general practice of law before the various courts, administrative agencies and departments of the Federal government. Their office is in the National Press Bldg., Washington, telephone Sterling 3-1063. Mr. Shipley also is special assistant to the U. S. Attorney General and is former general counsel of the Young Republican National Federation.

MILESTONES

JOHN HENDERSON (l), assistant audio-video supervisor at WBT and WBTV (TV) Charlotte, N. C., accepts a watch in token of his 25 years of service. Congratulating him is Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. and general manager of the Charlotte stations.

▶ EVERETT MITCHELL, NBC Chicago farm commentator and m.c. of the network's *National Farm & Home Hour*, is celebrating his 30th anniversary in radio this month. The veteran broadcaster started his career as a singer on a Chicago station and began his own farm program in 1926.

▶ KRON-TV San Francisco marked its fourth anniversary Nov. 15. The ch. 4 outlet, which began operation with just 20 hours of weekly programming, now offers 105 hours per week.

▶ NBC's *Voice of Firestone* radio program will celebrate its 25th anniversary Nov. 30 with a special simulcast on NBC Radio, 8:30-9 p.m. and NBC-TV, 8:30-9:30 p.m. EST. The radio show is said to be the oldest coast-to-coast network musical program.

IN PUBLIC SERVICE

WOR Christmas Fund

WOR New York launched its ninth annual Christmas Fund campaign last week on behalf of needy children in hospitals in the greater New York area. Cash contributions from the drive will be used to buy clothing and toys for youngsters in the "free" wards of 23 hospitals in the area.

Gets $41,700 Fund Pledges

WHEN the city of North Platte, Neb., bogged down $35,000 short of reaching its goal of $250,000 as its part of $700,000 needed for a new hospital, KODY there aired a 4½-hour marathon urging families to join a "one hundred dollar club" by contributing $100 each to the hospital fund. More than 400 families responded, according to John Alexander, KODY manager, to bring total pledges to $41,700 during a single afternoon.

Detroit Torch Fund Drive

WWJ-TV Detroit and the Detroit Federation of Musicians, United Foundation and WWJ, WJR and WXYZ Detroit cooperated in presenting a two-hour musical program to boost the city's 1953 Torch Fund Drive Nov. 9.

$13,000 to Community Chest

KROD-TV El Paso's 14-hour telethon on behalf of the Community Chest campaign brought

Columbia
take a
shot at a
HALF-BILLION
DOLLAR MARKET
Columbia, South Carolina's
14-County trading area
WNOK-TV
COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.
COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*
*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.
Network Affiliation:
WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL
Represented By
Paul H. Raymer Co.
PALMETTO
RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.
Early 18th Century Blunderbuss

FOR its part in helping the United Good Neighbor Fund-raising campaign reach its goal of nearly $3,500,000, KING-AM-FM-TV Seattle receives a special award, said by KING to be the only one presented. At presentation are (l to r) Lee Schulman, KING-TV program director; Otto Brandt, vice president and general manager of King Broadcasting; Joseph E. Candy, chairman, United Good Neighbor Fund, and Henry B. Owen, vice president of KING Broadcasting.

$13,000 in pledges, the station has reported. KROD-TV said more than 400 entertainers participated in the telethon, which was supervised by Bernie Bracher, program director.

Navy Honors WLWA (TV)

WLWA (TV) Atlanta says its campaign on behalf of an open house at the Atlanta Naval Air Station doubled the crowd which turned out for the event. WLWA and its president, William P. Robinson, were presented a Navy certificate of merit. The crowd, estimated at 70,000 to 80,000, compared to 32,000 attending the event last year, when it was not promoted on tv.

$16,000 to Christmas Fund

WLWT (TV) Cincinnati reports its viewers have contributed $16,000 to Ruth Lyons' annual Christmas fund which is used to furnish toys and other recreation in children's hospitals.

KRLD-TV Palsy Telethon

KRLD-TV Dallas' 16-hour telethon Nov. 7-8 brought more than $250,000 in cash and pledges for the United Cerebral Palsy fund and a throng of 30,000 visitors to the Baker Hotel where the station staged its "Parade of Stars" program, according to Clyde W. Rembert, KRLD-AM-TV president. Warren Hull, star of CBS-TV's *Strike It Rich*, was m.c. of the telethon, which featured a number of stars.

GIs See NBC Kinescopes

SOME 5,734 kinescope prints of major NBC Television Network programs have been made available to the Armed Forces Tv Film Recording Division since December 1951, it was reported last week by Frank C. Lepore, manager of NBC's film and kinescope operations. Included among the programs, with commercial messages deleted, have been *Your Show of Shows*, *The Colgate Comedy Hour*, Milton Berle show, Dinah Shore show, *Your Hit Parade* and *Mr. Peepers*. The kinescopes, supplied by the NBC Film Division, have been shown to members of the armed forces in Korea, at military installations throughout the world and aboard naval vessels.

KVOE Aids Go-to-Church Drive

A CHURCH attendance campaign by the Santa Ana, Calif., Kiwanis Club chapter received a boost from KVOE there when the station recently tape-recorded 100 short interviews of Kiwanians urging people to take their families to church on Sundays. Transcribed interviews are being used as spot announcements twice daily during November.

Do You Know This Man?

He is A. P. Skinner, Manager of WOLS, Florence, South Carolina. He says–

"WOLS is a 250-watt fulltime independent station in the heart of an agricultural section of South Carolina. We have been a subscriber to the SESAC Transcribed Library for more than a year and together with records it fulfills our every need – and the price makes it the best library buy for us. The quality of the discs is superior too – the fact that the SESAC Transcribed Library does not duplicate records is an important asset to any radio station which seeks to give listeners the best in all segments of music."

AT YOUR STATION – See and hear the SESAC program service by dropping a card to–

SESAC Transcribed Library

475 Fifth Avenue New York 17, N. Y.

CITATION for public service is presented by Georgia Gov. Herman Talmadge (r) to Glenn C. Jackson, managing director of WAGA-TV Atlanta, and Mrs. Margurite Ewing Schott, producer of that station's *Over Life's Hurdles*. Program series is devoted to handicapped persons of the state.

Pro Football Unhurt By Tv—DuMont Network

Neilsen and NFL reports show that both attendance at games and viewers in home are up.

DuMONT Tv Network last week cited attendance figures and television ratings to show that pro football attracts big audiences in the stands as well as in the living room.

The network noted that A. C. Nielsen Co. reports show DuMont's Saturday night and Sunday afternoon pro football telecasts scoring rating between 24 and 26.5, and quoted figures released by the office of National Football League Commissioner Bert Bell as indicating paid attendance at this year's games will exceed 1952's record total of 2,149,632 customers.

For the first 42 games this year, attendance at league games exceeded by 133,853 the total for the first 42 last year, according to the report.

DuMont executives cited the ratings and attendance figures as proving their contention that telecasting sports events creates new fans.

As for the ratings on its telecasts of the pro games, DuMont said its Oct. 4 coverage of the San Francisco '49ers-Los Angeles Rams game from the West Coast—which meant that in the Midwest and East the game had to compete with some of the top early Sunday evening programs—racked up a Nielsen rating of 26.5, surpassing most other shows seen during this period and exceeded only by two.

NBC-TV to Air Parades

TELECASTS of the Thanksgiving Day parades in New York and Philadelphia will be carried again this year over NBC-TV. The Macy's Parade in New York on Thanksgiving Day will be telecast from 11 a.m. - 12 noon EST, and is expected to feature such network personalities as Dave Garroway, Mr. Muggs (the *Today* chimp), Sid Caesar, Imogene Coca, Wally Cox, Hopalong Cassidy and Gabby Hayes. Gimbel's Parade in Philadelphia will be carried on NBC-TV (except WNBT (TV) New York) at 10:30-11 a.m. EST, and will present such network headliners as Roy Rogers, Dale Evans, and Burr Tillstrom and Fran Allison of *Kukla, Fran and Ollie*.

Seven Tv Stations Affiliate With ABC-TV

SEVEN more stations have become affiliated with ABC-TV, bringing total number of affiliates to 181, it was announced Thursday by Alfred R. Beckman, national director of the ABC station relations departments. New affiliates are:

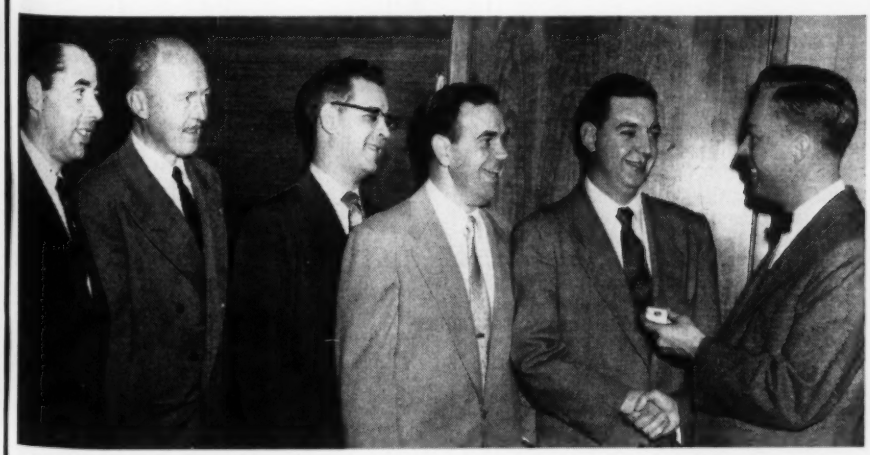
WIFE-TV Dayton (ch. 22), owned and operated by Skyland Bcstg. Co., Herbert Stewart, general manager, effective Oct. 26; WTVH-TV Peoria (ch. 19), owned and operated by the Hilltop Bcstg. Co., George B. Norman, general manager, effective Nov. 11; WJHP-TV Jacksonville (ch. 36), owned and operated by the Jacksonville Journal Co., Tom Gilchrist, general manager, effective Dec. 1; WEAR-TV Pensacola (ch. 3), owned and operated by Gulfport Bcstg. Co., Mel Wheeler, general manager, effective Dec. 1.

WJDM-TV Panama City, Fla. (ch. 7), owned and operated by WJDM-TV Inc., Mel Wheeler, general manager, starting Dec. 1; WBOC-TV Salisbury, Md. (ch. 16), owned and operated by the Peninsula Bcstg. Co., Charles J. Truitt, general manager, starting Jan. 1, and WSJV-TV Elkhart (ch. 52), owned and operated by the Truth Publishing Co., John F. Dille Jr., general manager, starting Feb. 1.

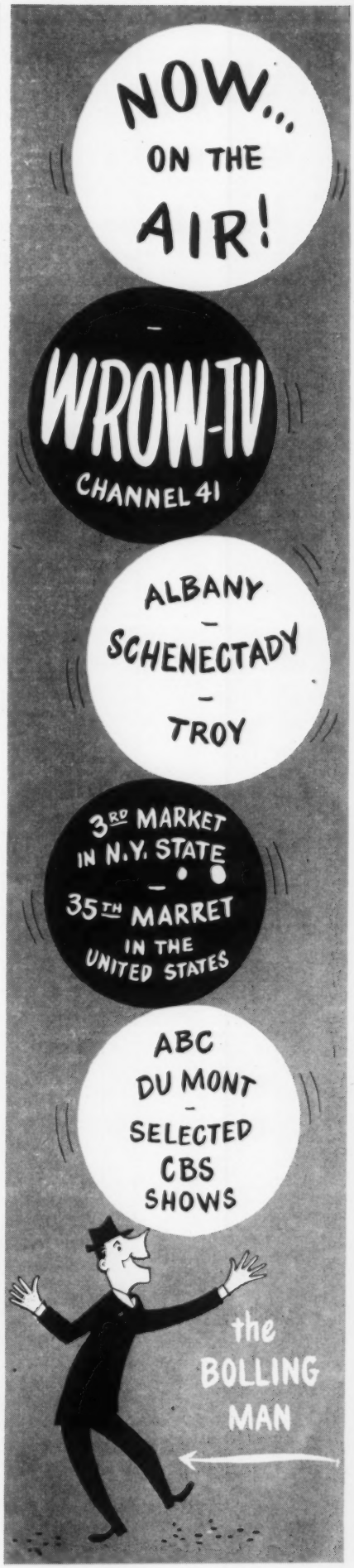
A spokesman said that ABC-TV is "America's fastest growing network." He noted that in the month ending last Thursday, ABC-TV has announced the affiliation of 23 stations, which he described as "an average of one new station every 32 hours."

CBS-TV Adds Stations

ADDITION of WSVA-TV Harrisonburg, Va. (ch. 3), and KFYR-TV Bismarck, N. D., (ch. 5), to CBS-TV as affiliates has been announced by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WSVA-TV, which is owned and operated by Shenandoah Valley Bcstg. Corp., joined the network Oct. 4 and KFYR-TV, owned by Meyer Bcstg. Co., joined Oct. 1.



THESE veteran members of DuMont Television Network win gold pins marking 10 years association. Doing the honors is Chris Witting (r), managing director of DTN who is resigning in January. His successor, Ted Bergman (l), currently is DTN's general manager. Awarded citations (l to r) are Harry C. Milholland, manager of the network's technical operations; Edmund R. Bezares, Philip L. Tantillo and Michael A. Demeyer, all of DuMont engineering. All those cited began their DuMont careers at the Allen B. DuMont Labs and were associated with WABD (TV) New York, then an experimental station.



NBC Gets FCC Okay for Test Of 'Comedy Hour' in Color

SPECIAL temporary authority was granted by FCC to NBC-TV last week for origination of yesterday's (Sunday) *Colgate Comedy Hour* in color under the National Television System Committee standards as a network-station operation test. It is believed this is the first regular commercial show to go color.

Originated by NBC's WNBT (TV) New York, *Comedy Hour* was to be fed in NTSC color to the network stations "for station operating experience, subject to announcement by the originating station at the beginning and end of the program that this color test (which can be received in monochrome but not in color on standard tv receivers) is 'pursuant to special authorization by the FCC as a test of the NTSC technical signal specifications'."

The NTSC proposal currently is under consideration by FCC.

The color test STA did not meet the approval of Comrs. E. M. Webster and Robert T. Bartley, who dissented on the grounds that it was not shown that further experimentation with color tv was necessary.

NBC To Air Oscar Awards

NBC Radio and Television networks will carry the 26th Academy Award presentation of the Academy of Motion Picture Arts & Sciences on March 24, 1954, it was announced last week. The sponsor of the program will be announced at a later date, NBC said. It is speculated that color would be used in the programming, if FCC has approved NTSC's compatible color standards by that time.

WHBF
+CBS

Adds up to:

BETTER QUAD-CITY COVERAGE AT NO INCREASE IN COST!

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

AFFILIATION arrangements are completed between NBC-TV and KFYR-TV Bismarck, N. D., by Frank E. Fitzsimonds, general manager of the ch. 5 station which goes on the air Dec. 7. Looking on are Bob Aaron (l), NBC station relations contact man, and Sheldon B. Hickox Jr., director of NBC station relations.

NBC's Truman 'Beat'

NBC-TV claimed it had scored "an unusual news beat" Nov. 13 in placing on its early-morning *Today* program films of former President Harry S. Truman strolling up New York's Park Ave. "within 25 minutes" of time they were taken. Footage, according to NBC-TV, was shot by network cameraman Cy Avnet and taken immediately to NBC film laboratories for processing. NBC reporter Irving R. Levine, who had acompanied Mr. Avnet and others newsmen, delivered films to *Today* headquarters, had them placed on network and supplied running narration of sequence.

NBC O&O's Make Plans For Promotion in 1954

PLANS for the 1954 year in promotion, merchandising and publicity were discussed at a four-day clinic in New York Monday through Thursday for managers in those departments of NBC's 10 owned-and-operated radio and tv stations.

A spokesman said that "many fruitful ideas" evolved during discussions and these would be implemented during the coming year Approximately 40 persons attended the clinic, which consisted of talks by specialists in promotion, advertising and publicity, followed by group sessions of personnel in each area [B•T, Nov. 16].

H. W. Shepard, manager of promotion and new business for NBC Spot Sales, served as chairman of the clinic sessions, with Max E. Buck, merchandising director for NBC's WNBC and WNBT (TV) New York, and Robert Blake, publicity director for the o&o division, as co-chairmen.

'Opry' Open for Co-op Sales

NBC reported last week that its veteran *Grand Ole Opry* program is being offered for co-op sales on a local or regional network basis in some 100 markets not included in R. J. Reynolds Tobacco Co.'s sponsorship of the program (Sat., 9:30-10 p.m. EST).

DUMONT LABS NAMES 3 VICE PRESIDENTS

New DuMont Labs ·e presidents are Thomas T. C 'mith Jr. for research, G. Rosenberg for tubes ov- ernment and C. E n Williams for instruments and transmitters.

APPOINTMENT of three new vice presidents of Allen B. DuMont Labs—Thomas T. Goldsmith Jr. for research, Irving C Rosenberg for tubes and government, C. Edwin Williams for instruments and transmitters—has been approved by the corporation's board of directors, Allen B. DuMont, president, announced in a statement for publication today (Monday).

Dr. Goldsmith, who joined DuMont in 1936 as director of research, is a board member of the company and also is pre lent and a director of its wholly-owned Canadian subsidiary, DuMont Television & Electronics Ltd. He is active on various committees of NARTB, RETMA, IRE, SMPTE, AIEE and NTSC.

Mr. Rosenberg, former director of operations for the DuMont receiver and cathode-ray tube divisions, joined the company in 1942 as a production control specialist, becoming manager of the cathode-ray tube division in 1946. He supervised the planning and layout of production facilities in 1950, when the plant was moved from Passaic to Allwood, N. J., and its production capacity increased to a million tubes a year. Before joining DuMont, he had served in the manufacturing and merchandising departments of the steel and automotive industries.

Mr. Williams, formerly director of operations of the instrument and tr mitter divisions and director of government . l special contracts, came to DuMont in 1945 as general manager, after four years of wartime service as a staff member of the radio and radar division of the War Production Board. Previously, he had held administrative and executive positions in business and newspaper f 's. From 1933 to 1947 he was secretary anager of the Chamber of Commerce of t Passaic industrial area.

GE, RCA Report Gear Shipments

GENERAL ELECTRIC CO reported shipments of transmitting equipm t to eight television stations last week, plu receipt of one additional order for January d livery.

Company spokesmen said kw amplifiers went to KJEO-TV Fresno, alif. (ch. 47); KSTM-TV St. Louis (ch. 36) and Michigan State College's WKAR-TV East Lansing, Mich. (ch. 60); a 12 kw transmitter t WGMT (TV) North Adams, Mass.; a 5 kw transmitter to WAPA-TV San Juan, P. R. (c . 4); a 35 kw amplifier to WOI-TV Ames, wa (ch. 5); a six-bay antenna to KDUB-TV ubbock, Tex. (ch. 13), and a 12-bay antenn to WSLI-TV Jackson, Miss. (ch. 12).

The order for January deli was from WINT-TV Waterloo, Ind. (ch. nd called for a complete 12 kw transmitter.

Complete shipment of a 25 kw low band vhf transmitter to WEWS (TV) Cleveland was reported last week by RCA Victor Div. The station, operating on ch. 5, will use the new equipment to raise its maximum visual output from 16 kw to 93 kw as authorized recently by the FCC.

Of Watchers and Washers

THERE ARE more tv receivers in use in the Minneapolis-St. Paul area than home telephones or bathtubs, according to a survey by Admiral Corp. W. C. Johnson, Admiral vice president, estimates 300,000 receivers in the area, compared with 270,000 phones and 280,000 bathtubs, on the basis of telephone company and census figures. Number of tv receivers still lags behind telephones throughout the U. S.—about 25 million compared to 50 million—but television has had an amazing acceptance in seven short years, he noted.

Zenith's Herriott Dies; Wright Named Successor

REORGANIZATION of its legal department was announced by Zenith Radio Corp. last Thursday, with Joseph Wright appointed as general counsel to succeed the late Irving Herriott, 67, who died last Tuesday after a two-month illness.

Funeral services for Mr. Herriott, were held in Chicago last Friday.

Mr. Herriott was a founder of NAB (now NARTB).

A member of the firm of Montgomery, Hart, Pritchard & Herriott, he helped found Zenith, which was incorporated in 1923, and served in his legal capacity until his death. He represented both the Chicago Radio Lab and Comdr. E. F. McDonald Jr., Zenith president, in forming the organization in 1921.

He is survived by his wife, Juanita Howard; his father, David, and one daughter, three brothers and a sister.

Mr. Wright has been associated with Zenith for many years and previously was an attorney for the Federal Trade Commission. Also named were Francis Crotty, as assistant general counsel in charge of patents; Thomas McCausland, to the legal staff, and Thomas McConnell, who is retained to represent Zenith in anti-trust action involving RCA and other firms.

Mr. McCausland has been associated with Mr. Herriott's law firm.

Dage, Raytheon Show Relay Radar via Tv

USE of television to relay radar information back from an airport to a remote location was demonstrated by Dage Electronics Corp., Beech Grove, Ind., and Raytheon Manufacturing Co., Waltham, Mass., in Washington, D. C., a fortnight ago.

Two Dage cameras were set up at National Airport's Plan Position Indicator with the mixed signal being relayed to Washington's Raleigh Hotel about five miles over Raytheon's KTR-100 microwave relay system. Total cost was estimated at about $15,000 ($6,000 for cameras, $9,000 for relay gear). The Dage cameras are equipped with a Vidicon tube. Raytheon equipment uses 7,000 mc.

Among the new equipment shown by Dage was a remote plan and tilt mechanism for attachment to regular cameras. Cost adds about $500 to that of the camera. Dage also showed a remote focus iris control priced at $400. A utility closed circuit camera, weighing 7½ lbs. and measuring 4x9x6-in., also was shown, priced at $845.

Mfrs. Radio Planning May Have Eye on Fm Band

SPECULATION that a portion of the fm broadcast band may be sought for expanded two-way radio services of manufacturers was advanced last Monday by observers attending a demonstration and dinner tendered FCC by the Committee on Manufacturers Radio Use of the National Assn. of Manufacturers.

Committee spokesmen declined to say whether they would or would not ask for their extra channels in the fm broadcast band since engineering reports are in preparation and full details will be revealed in a formal petition before FCC in three weeks. It will ask establishment of a "manufacturers radio service."

Jeremiah Courtney, however, speaking for himself and not in his capacity as counsel for the committee, told B•T, "it seems . . . the reallocation of the fm broadcast band is just a question of when, not whether." He noted the growing demand for mobile channels in contrast to the "substantial non-use" of the fm broadcast band and predicted multiplex proposals by fm broadcasters to provide secondary services for hire would meet with stiff opposition from local common carriers.

All that I am authorized to say as counsel for the Committee on Manufacturers Radio Use is that a request will be made for a substantial number of exclusive frequencies for uses which will be conclusively shown to serve the highest public purposes and the interests of the entire population. Whether our request will or will not involve the fm broadcast band, I cannot say. The committee petition will be filed in the next three weeks and will speak for itself.

As an observer of activities in the mobile field and not speaking in my capacity as counsel to the committee, it seems to me, however, that the reallocation of the fm broadcast band is just a question of when, not whether. The Commission now has outstanding proposals in the mobile field that will cut back many types of radio use formerly found to be in the public interest. How are those proposals, for example, to be squared with a substantial non-use of the fm broadcast band?

Of course, it is no answer for the existing fm broadcast licensees to suggest that they will meet the demands for mobile radio service by multiplexing their present facilities and supplying such service, presumably on a charge basis. There are existing communications common carriers in almost every community of any size who will vigorously resist any such effort and there is a curious inconsistency in the reasoning of those who, in one breath, voice their resistance to any reallocation of the fm band for non-broadcast purposes and, in the next, announce their plans for supplying such service there.

The manufacturers now are using channels in the 150 mc area of the spectrum for their two-way, fm mobile communication systems which must share frequencies with other services.

All FCC Commissioners attended the Hotel Statler dinner except Comr. John C. Doerfer, who was in Boston for an address before the Radio & Television Executive Club of New England (story page 56).

Effectiveness of industrial mobile radio was demonstrated in a scale model steel mill built by the Timken Roller Bearing Co., Canton, Ohio, and in a slide presentation by Thompson Products Inc., Cleveland.

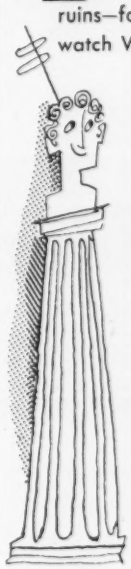
Roemer of IT&T Dies

HENRY C. ROEMER, 55, vice president in charge of administration of domestic divisions for IT&T, died of a heart attack Nov. 15 while walking near his home in New York. He had served the company since 1927, and from 1951 until he assumed his present post in September, had been president of Federal Telephone & Radio Co., an associated IT&T company.

EVEN ROME WATCHES

W·H·E·N

No wonder the Colosseum is in ruins—folks in Rome would rather watch WHEN.



Once you see one lion devour a martyr, you've seen 'em all. Entertainment on Channel 8, however, is so rich in variety that all Rome gives thumbs-up to WHEN. Incidentally, Rome is only one of more than 250 communities in the rich heart of N. Y. brought to the Syracuse market by WHEN. Interested in collecting Roman coin? WHEN's loyal Roman legions have well-lined togas, and a good golden stream of denarii flows into Syracuse. Don't fiddle around while the TV tubes in Rome burn for other sponsors—get aboard that chariot!

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N TELEVISION SYRACUSE

CBS
ABC
DUMONT

A MEREDITH STATION

Edward White Warns Against Over-Expectation in Sciences

ASSERTING that "we are engaged in making better use of electronics, not newspaper headlines," Edward S. White, chief engineer of the Advanced Development Department of CBS-Columbia, admonished fortnight ago that the public should not expect too many electronics-television marvels overnight.

"The rapid advances of electronics and television on the public scene have led the public to think that all advanced development engineers are blood brothers to Buck Rogers or Superman, and can come up with their 'comic strip brand' of electronics wizardry overnight," he told a dinner meeting of the Vermont Television Guild.

"Nothing can be further from the truth. It is true that television and electronics have made tremendous strides but behind the startling announcements were always years of research and development work."

CBS-Colortron at $125

PRICE of $125 has been set by CBS-Hytron for its new color television picture tube, the CBS-Colortron, John Q. Adams, vice president in charge of sales, announced last week. He said this price will be charged tv set manufacturers for sample 15-inch tubes, comparing with a cost of $200 for the more complicated Planar-mask tube. The CBS-Colortron is described as a "revolutionary, low-cost and greatly improved picture tube, simple to mass produce." It was first demonstrated at CBS-Hytron's plant at Danvers, Mass., last month.

THE UNIVERSITY of HOUSTON

announces

a recurrent two-week professional training course in television production and operation. This course provides an excellent opportunity for professional personnel to acquire television skills in the actual operation television station KUHT-TV.

Training is comprehensive; competence in production, direction, camera operation, lighting, settings, engineering, film operation, and sales will result from the intensive training acquired in this university short course.

Personnel from the following stations have already been trained at KUHT-TV:

WWL—New Orleans, La.
KTRH—Houston, Tex.
KTHT—Houston, Tex.
KLPR-TV—Oklahoma City, Okla.
KNOE-TV—Monroe, La.
KSIX-TV—Corpus Christi, Tex.

Course rates are $150 per person. Dormitory facilities are available.

The University invites inquiries from station managers. Please contact:

PROFESSOR GEORGE ARMS
KUHT-TV
THE UNIVERSITY OF HOUSTON
HOUSTON, TEXAS

CHROMATRON production model is displayed by Leonard F. Cramer (1), Avco vice president and Crosley Radio & Television general manager, and Richard Hodgson, president of Chromatic Television Labs, after signing of franchise agreement giving Crosley right to manufacture the color tube [B•T, Nov. 9].

Dr. Herbert Ives Dies; Was Television Pioneer

FUNERAL services for Dr. Herbert E. Ives, 71, a physicist who pioneered in the development of television and color television, were held last Monday in Montclair, N. J. Dr. Ives, who died Nov. 13 at his home in Upper Montclair, was associated with Bell Telephone Labs from 1919 until he retired in 1947.

Prior to joining Bell, Dr. Ives was a physicist for the Bureau of Standards, the National Electric Lamp Assn. of Cleveland and U. S. Gas Improvement Co. He served in World War I in the U. S. Army as an officer in charge of development of instruments for the Air Service.

Dr. Ives is credited with supervising what is said to have been the first demonstration of television on April 1, 1927, when AT&T arranged for a talk by Herbert Hoover in Washington to be seen and heard at the Bell Telephone Labs. in New York. At a demonstration two months later, color television was shown for the first time and company officials attributed the progress largely to Dr. Ives' research efforts.

In 1928 Dr. Ives demonstrated what is described as the first television using natural light in place of the large artificial lights previously used and, in 1930, he demonstrated two-way television, with persons at either end of the line able to transmit and receive sound and images. In 1937 Dr. Ives was said to have transmitted the first motion pictures over a coaxial cable, demonstrating that network tv was feasible.

Siragusa Says Price Line Firm

ADMIRAL Corp. last week amplified its stand to hold the present price line on 1954 tv receivers [B•T, Nov. 16].

President Ross D. Siragusa notified distributors:

"We are now entering the peak television selling season. Despite price-cutting on over-produced and over-priced competitive lines Admiral confidently anticipates excellent Christmas business. We can see no reason for reducing either distributor or consumer prices. Our sets now represent greatest values in industry."

'Accurate' Color Tv News Urged by Motorola Exec.

HOW to work with newspapers on color tv publicity was the subject of a Nov. 9 statement to all distributors by Allen Center, Motorola public relations director. He urged distributors to use their influence with local newspapers, particularly in the writing of headlines. Much of the information from authoritative sources "is substantially correct," Mr. Center wrote, "but the headlines are often startlingly inaccurate and misleading."

In a suggested letter for the local distributors to use in contacting the editors of their local newspapers, Mr. Center makes the point that it is not written to influence editorial policy, but "toward a degree of accuracy in handling the news which will preclude any inadvertent hurt to local television business.

"Specifically, this refers to the writing of headlines on stories about color television. As an example, quite recently a nationally circulated Sunday supplement carried a story about the status of color tv evolution. The story was essentially accurate in context. But, the headline screamed 'COLOR TELEVISION IS HERE.'

"Such a headline should have been written to indicate that color tv is here "experimentally, rather than imply its presence or imminent appearance in the majority of U. S. living rooms."

The letter concludes with an offer to contact at no expense RETMA member "of unimpeachable integrity" to verify authoritatively reports on color tv.

Philco Income Reported Up

PHILCO Corp. last week reported sales in the third quarter of this year, totaled $96,649,000 compared with $82,227,000 for the same period last year. Net income was $3,202,000 or 88 cents per common share after preferred dividends, compared to the 1952 third quarter net of $1,784,000 or 48 cents per share of common stock. William Balderston, Philco president, also said sales for the first nine months of 1953 totaled $335,171,000 and net income $10,102,000 or $2.78 per common share. Non recurring income from sale of WPTZ (TV) Philadelphia (to Westinghouse Radio Stations Inc.) and prior years' adjustments in the second quarter (after taxes) amounted to $5,316,000 or $1.51 common share. Mr. Balderston predicted a "very satisfactory" volume of business "for the foreseeable future."

The Philco board declared a 5% dividend on the firm's common stock, payable Dec. 23 to stockholders of record Nov. 27. The board said "in view of this year's satisfactory operating result and the substantial profit realized from the sale of television station WPTZ," it felt that a special year end dividend should be be declared.

The board also declared the regular quarterly dividend of 40 cents on the common, payable Dec. 12 to stockholders of record Nov. 27, and the regular quarterly divident of 93¾ cents on the preferred, payable Jan. 1 to stockholders of record Dec. 15.

DuMont Labs Dividend

ALLEN B. DUMONT Labs. board of directors last Thursday declared a regular quarterly dividend of 25 cents per share on its outstanding shares of five per cent cumulative convertible preferred stock, payable Jan. 1, 1954, to preferred stockholders of record at the close of business on Dec. 15.

BRITISH TV WOULD GO COMMERCIAL UNDER GOVERNMENT'S CURRENT PLAN

T. E. Kruglak, former Katz Agency account executive and presently on leave as chairman of the Journalism Dept., Long Island U., sends B•T a special report from London on the present situation in British tv.

A "COMMERCIAL TV" system which is likely to satisfy no one appears to be the result of the long struggle to provide competition for BBC. That seems to be the outlook in London following the issuance of the Government white paper on the television situation.

ENGLAND

Earl de la Warr, the Postmaster-General, pointed out in releasing the new statement that commercial television would not be American television, but a British form aimed at preserving the sanctity of programs. To observers here, it is obvious that the Government is trying to develop a commercial television system as far removed from the American system as possible, even at the cost of initiating practices which American stations discarded in am days.

In brief, the plan is to organize a new public corporation, presumably non-profit in nature, which would borrow roughly a million-and-a-half dollars from the British treasury in order to finance the erection of tv stations. The corporation would then be empowered to lease the stations to private operators for specific programs and times of telecasting. Advertisers will not sponsor programs but be "allowed" a three or four-minute commercial preceding or following programs.

The sale of time will boil down to a time franchise system and brokerage of time—two practices which went out of the window in the early days of U. S. radio. In practice it would work out with Package Producer A buying the 8 to 9 strip, producing shows to fill the time and then in turn selling the preceding and following announcements.

The Postmaster-General did not specify the minimum program unit to be sold, which in turn leaves the door open to a number of forseeable abuses. A Package producer with a franchise on "pure gold" time—as Paul Adanti of WHEN [WHEN (TV) Syracuse] used to describe it, would find it more profitable to sell 10 minute units or quarter hour units and then peddle the adjacencies to different advertisers. In place of the standard half hour evening show emphasized in American tv, the program structure of British tv would fall into smaller units.

Agencies Aren't Talking

Advertising agencies are not talking about the new plan for obvious reasons. Great enthusiasm on their part would inevitably be used as ammunition in the hot battle which is anticipated when the Government bill is presented to Parliament. Privately the opinion is that the Government has straddled the fence quite successfully by beating American tv over the head and at the same time bragging about the British system.

Lest American advertisers start rushing to London to start lining up time franchises, a word of caution: The Government plan will not be submitted to Parliament until after the first of the year, and a hot battle is expected with the Labor Party presenting a unanimous opposition, while the Conservative ranks are divided. Whether the Churchill Government will risk a vote on the matter is still a question, although the party is betting on the anti-American phase of the tv policy to keep its members in line.

Another problem to be overcome before commercial tv gets underway is that of facilities. There are approximately three channels available, and at the most room for five stations. The Post Office is considering the advisability of moving the taxi transmitter, aircraft navigational aids, and other services out of Band Three, and opening it for tv. But there would still be a time lag as the present sets are not equipped for the new channels, and extensive conversions would be necessary. Whether the British viewer is ready to put out the $30 necessary for the converter—and in most sections install new antenna—is another question, especially when viewed against the truncated programs and other restrictions.

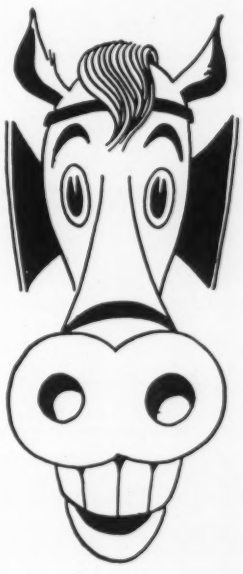
Can't Bid Against BBC

An indication of the type of restriction: The new corporation cannot bid against BBC for the telecasting of sporting events. All such events will be on a pooled basis. Since BBC will carry the important events, the big impetus of exclusive telecasting on the commercial system is eliminated.

Optimistic Government spokesmen predict that commercial tv will be in operation by next summer, but this presupposes that the hundreds of applications for licenses and program facilities already on file—and the big rush for the others is yet to come—will be processed before that time. Whether the new corporation will face the problem BBC has been battling in trying to get allocations of steel for transmitters is another question.

Rebellion in Lords

A REVOLT by a group of influential Conservative Peers against the announced Government plan to introduce commercial tv in Great Britain flared last Thursday. Motion attacking the plan was offered in the House of Lords by Earl Halifax, former Foreign Secretary and Ambassador to the U. S. He was supported by various leaders among whom were Lord Waverly, who as Sir John Anderson was wartime Chancellor of the Exchequer, and Lord Reith, former British Broadcasting Corp. Governor. Reportedly the uprising might force Prime Minister Churchill to revise his plan for allowing the subject to be debated first in the House of Lords because formidable opinion against it in that body might prove embarrassing to the Government when it comes up in the House of Commons. The motion in Lords said "the desirablility of an alternative television program" was recognized but "this House regrets that it cannot approve the proposals of Her Majesty's Government as outlined in the memorandum on television policy."



WHY HORSE AROUND?

NO BLIND SPOTS ON WBNS!

Got a campaign needing strategically selected spots? WBNS is a solid choice. Covers the rich Central Ohio market area completely, blankets the dial with more steady listeners than any other station. Spots reach a big audience which stays tuned for the 20 top-rated (Pulse) programs.

CBS for CENTRAL OHIO

WBNS radio

COLUMBUS, OHIO

TV's HIGH COST NECESSITATES COMMERCIAL SYSTEMS IN EUROPE—MARX

Director of DuMont Labs' International Division gives a roundup report on television in Europe after his return from a survey of tv there.

EUROPE

POSSIBILITY that economics of television may bring about commercial telecasting on a scale far larger than was ever achieved in radio was reported Wednesday by Ernest A. Marx, director of the International Division of Allen B. DuMont Labs, just back from Europe where he surveyed the television scene.

Rumors that commercial tv stations may be built in Monte Carlo and Saarbrucken were circulating in Europe while he was there, Mr. Marx said, but he stressed that they were only rumors and that so far all telecasting on the Continent is done under government auspices. England, farthest along in developing television of any country in the world outside the U. S., with four tv stations and several million receiving sets, may add a competitive commercial service to the present BBC monopoly next year, if the Parliamentary debate now in progress results in the expected approval of this innovation.

Beginning Behind Curtain

West of the Iron Curtain, most European countries have at least the beginnings of a television service, although some are very small starts, Mr. Marx reported. The price of sets, roughly $300 to $500, is equivalent to eight months' income for the average worker, he said. Sales are small and in all European countries tv homes can be measured by the thousand—10,000 in this country, 20,000 in that. License fees from such small numbers of set-owners will not support state tv operation as radio license fees have financed the radio broadcast service. If tv is to flourish it apparently will either have to go commercial or—much less likely—be paid for out of general taxes.

West Germany, foremost in television on the Continent, shortly will have seven stations on the air in Berlin, Frankfurt, Dusseldorf, Hanover, Hamburg, Weinbiet (Heidelberg), and Munich, Mr. Marx said. These stations will be hooked up by microwave relays which already extend from Hamburg to Frankfurt, he said. Interest in tv is high in West Germany, he said, reporting that during one day in September more than 60,000 people attended the television exposition at Dusseldorf. Commercial tv in Germany is probable, he said.

Italy, second to West Germany videowise, now has stations operating in Milan, Turin and Monte Penice, between Rome and Milan, with a station planned for Rome. The Vatican also will have its own station, he said. As in Germany, the Italian stations are linked by microwave relay and Mr. Marx predicted that by next year, possibly in conjunction with an all-Europe tv exposition planned for June, an international European tv network will be functioning.

First international tv, he said, was at the time of the Coronation, when BBC pictures were relayed across the channel for rebroadcasting in France. A major problem was the fact that the British telecasts employ 405-line pictures whereas the new French tv system has 819-line images. This was solved, Mr. Marx explained, by receiving the BBC program on an English receiver in Paris and photographing that image with a French camera for the rebroadcast.

Other European countries use 625-line pictures, except Belgium, which has attempted to match its video service to its tri-lingual population by using a modified version of the French system in the west and a modified version of the other system in the east. As programs from France spill over into Belgium at one side and programs from Holland and Germany at the other, a four-way receiver has been developed for use by Belgians who want to receive all four types of video transmission, Mr. Marx reported. Broadcasting has started in Brussels, but with very low power, 300 watts, and limited time, he said.

And Elsewhere

Elsewhere, Mr. Marx said, Holland has a single tv studio in Borsum, outside of Amsterdam, with a 5 kw transmitter at Utrecht, operating a few hours two or three days a week. Switzerland's first tv station now is operating experimentally at Zurich, two hours a day, three days a week. Five stations are planned to cover the country. Sweden has a 1 kw experimental station in Stockholm, but with only spasmodic programming. Denmark's 500 w tv station in Copenhagen is on the air two hours a night, five nights a week. Norway has an experimental 500 w transmitter, but the funds allotted for tv are exhausted and things temporarily are at a standstill.

Turkey has an experimental tv station at the Technical University of Istanbul and plans a regular tv service. Spain, Portugal and Ireland have no tv to date. Behind the Iron Curtain, there are stations in East Germany, Moscow and Leningrad. The French are planning a three-station network in Morocco, to operate on the 819-line system used in France.

UNITED PRESS Movietone television service makes its first sale in Asia to Japan Broadcasting Corp. in Tokyo. The contract is negotiated by (l to r) Earnest Hoberecht, UP vice president for Asia; Tetsuro Furugaki, JBC president, and Yoshio Yoshikawa, tv director of the Japanese firm.

Programming in Europe today is about on a par with that in the U. S. in 1946, crude but making progress, Mr. Marx reported. Much of the programming is on film, including all Danish and Italian programs. With 50-cycle current in place of the 60-cycle in America, Europeans use a frame frequency of 25 per second instead of the 30 here, Mr. Marx said. This creates a slight flicker when the brilliance is turned up, so most European viewing is done in darkened rooms, requiring less brilliance on the screen. Most European sets have 14-inch or 17-inch viewing tubes, he said, with a few 21-inch sets.

Except in Italy, where a quantity of American receivers have been imported, almost all European tv sets are made in the country where they are sold, Mr. Marx said. There is a market for American studio equipment, cathode ray tubes and some components, like capacitors and resistors, he reported.

There is some talk of color, but no real interest in it as yet, Mr. Marx said, since the Europeans want regular tv first, much as we did some years back.

U. S. Radio Shows Dominate Elliott-Haynes Oct. Ratings

CANADA

FIRST ten evening radio network shows in Canada during October included leading U. S. shows piped into Canada, according to the national ratings report of Elliott-Haynes Ltd., Toronto. Leading were *Radio Theatre*, rating 22, *Our Miss Brooks* 21.6, *Amos 'n' Andy* 21.4, *Great Gildersleeve* 15.2, *Arthur Godfrey* 15.2, *Ford Theatre* 14.3 (Canadian), *Suspense* 14, *The Tylers* 13.8 (Canadian), *Wayne & Shuster* 13.7 (Canadian), and *Radio Show* 13.6 (Canadian).

Leading daytime network shows were *Ma Perkins* 15, *Pepper Young's Family* 13.9, *Right To Happiness* 13.5, *Aunt Lucy* 12.2, and *Road of Life* 12.

Evening French-language network shows were led by *Un Homme et Son Peche* 36.3, *Chanson de l'Escadrille* 26, *Metropole* 23.7, *Tambour Battant* 23.7, and *Fou Comme Bra* 21.7. Daytime leading French-language network shows were *Les Joyeux Troubadours* 25.4, *Je Vous ai Tant Aime* 25.4, *Jeunesse Doree* 25, *Francine Louvain* 24.8, and *Rue Principale* 24.6.

THE LATEST WCKY STORY

BUSINESS IS BETTER THAN EVER ON

WCKY

OCTOBER 1953 BROKE ALL RECORDS

PUT YOUR PRODUCT ON WCKY FOR PRODUCTIVE ADVERTISING

The L. B. Wilson Station, Cincinnati

WCKY Cincinnati

FOUR TV BIDS ON CBC AGENDA

Five applications for new am stations also are to be considered at the Dec. 4 session of the Board of Governors.

FOUR new tv station applications and five am applications are to be heard at the 88th meeting of the Board of Governors of the Canadian Broadcasting Corp., Dec. 4 at Ottawa. Two tv applications, those of CHEX Peterborough, Ont., and CFCY Charlottetown, P.E.I., were deferred from the last meeting. Two new tv applications are from CHLT Sherbrooke, Que., and Leopold Chevalier, both seeking ch. 7 at Sherbrooke.

CANADA

Seek Power Increases

Power increases for tv stations are being asked by CJCB-TV Sydney, N.S., on ch. 4, from 24 kw to 99.5 kw video, and 12 kw to 59.7 kw audio; by CKSO-TV Sudbury, first independent tv station on the air in Canada, on ch. 5, from 1.25 kw to 1.74 kw video, and 625 w to 870 w audio; and Central Ontario Television Ltd., Kitchener, has requested a directional antenna at height of 501 feet instead of 202 feet, to give output of 16 kw video instead of 17.9, and 8.45 kw audio instead of 10.72 kw., on its license on ch. 13.

New am stations are being sought by Camrose Broadcasting Co. Ltd., Camrose, Alberta, 250 w on 1230 kc; by Gibson Bros. Ltd., for North Vancouver, 250 w on 1230 kc; by D. C. Hunt at Cornerbrook, Newfoundland, 1 kw on 600 kc; by Harold J. Reader at Cornerbrook, Newfoundland, for a similar 1 kw station on 600 kc; and by Daniel Chantal for a station at Drummondville, Que., for 250 w on 1340 kc.

5 Ask Name Changes

Five stations, managed by Northern Broadcasting Co., Toronto, and partly owned by this organization are requesting changes in corporate name. CJKL Kirkland Lake, CFCH North Bay, and CKGB Timmins, all owned by Northern Broadcasting Co., and CKWS Kingston, and CHEX Peterborough, owned by The Brookland Co. Ltd., are requesting the name changes without affecting control of ownership. CFPA Port Arthur, and CKVL Verdun, are requesting change of name from licensee to corporate organization. Eleven stations are requesting permission to make share transfers.

CHLO St. Thomas, is asking for transfer of control of ownership from CHLO Ltd., to Ernest M. Warwick of Blenheim, Ont. CFOR Orillia, is requesting a power increase from 1 kw to 5 kw on 1570 kc.

CAB Accepts 2 Agencies

TWO MORE Canadian advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, bringing the total to 76 agencies. They are Stevenson & Scott Ltd., Montreal and Toronto, and Walsh Adv. Co. Ltd., Windsor, Toronto and Montreal.

CANADA

PERSONNEL RELATIONS

Unions Claim Lockout In WOL Ownership Shift

WASHINGTON, D. C., locals of two unions were conducting what was termed an information campaign about WOL, that city, following transfer of the station at 1 a.m. Nov. 18 from Peoples Broadcasting Co. to new owners, Washington Broadcasting Co.

Union representatives termed "informants" were stationed in front of the WOL studios by AFTRA and IBEW. The unions claimed their WOL employes were locked out by the new owners. The union men left the station at 4 p.m. Tuesday after being notified they would not be needed after the end of the day.

WOL was off the air the rest of the day but went into operation under the new owners with new announcing-engineering employes at 6 a.m. Wednesday.

Couriers were sent by the unions to inform agencies and advertisers about developments, union officials stated, claiming the campaign was showing results.

Charles Dillon, general manager, and Henry Rau, former Memphis appliance dealer and president of the new WOL ownership, said the former employes had been replaced by combination men.

After learning Tuesday of the new owners' employment plans, Peoples directed that all affected employes receive two-week terminal pay plus accumulated vacation pay. Sales and clerical employes were retained at the station. Affected by the releases were George Bernstein, station manager; George W. Campbell, program director, and Harold Reed, chief engineer.

Mr. Dillon said the station has adopted a new program policy based on hit tunes, news as it happens, and announcements instead of using disc jockeys.

Gerhard Van Arkle, AFTRA counsel, said the union was considering filing unfair labor practice charges with National Labor Relations Board as well as a civil suit based on a contract clause construed as binding the new owners to the AFTRA contract. IBEW spokesmen were considering similar action.

Mr. Bernstein said WOL's former employes had been assured wholesale staff changes were not contemplated with transfer of ownership.

Evelyn Freyman, head of the AFTRA local, insisted the union was "not on strike." She said two announcers had turned down other jobs after assurance the new owners would not make radical staff changes.

Washington purchased WOL for $125,000 in October [B•T, Oct. 19], with FCC approving the transfer a fortnight ago [B•T, Nov. 16].

Authors, Writers Units Set Meet to Plan Merger

AUTHORS League of America and Screen Writers Guild will hold a constitutional convention to form one organization of writers in all fields on Dec. 11 in New York.

The date was set at a three-day meeting in Hollywood at which representatives of component guilds of the Authors League and a six-member delegation of the Screen Writers' Guild established areas of agreement in principle.

Representatives of the Radio Writers Guild and Television Writers Group agreed that problems affecting radio or tv will be handled in the East by a joint body.

Heart of the 5th Market of The Great Northwest ...Purchasing Center for a tremendous area 400 miles from any other metropolitan center or TV station.

KIDO-TV
BOISE

CHANNEL 7

EFFECTIVE RADIATED POWER

53 kw Video
26.5 kw Aural

ANTENNA HEIGHT:
850 ft.
Above Terrain

Represented by
BLAIR TV Inc.

GOLDSMITH WINS IRE FOUNDERS AWARD

Other high awards will go to Alda V. Bedford, Dr. Robert R. Warnecke and Dr. Harold A. Zahl at the annual convention of the Institute of Radio Engineers in New York next March. IRE names 76 Fellows.

DR. ALFRED N. GOLDSMITH, noted engineer, last week was designated to receive the Founders Award of the Institute of Radio Engineers next March during the annual convention of the international society, composed of more than 35,000 radio engineers and scientists. The Founders Award, given only on special occasions, was one of several IRE honors whose winners were disclosed last week. At the same time some 76 scientists and engineers were named Fellows of the IRE.

Dr. Goldsmith, co-founder of the IRE and credited with numerous important inventions in the radio, television, color television, phonograph, and motion picture fields, was named to receive the Founders Award "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

Formerly with General Electric Co. and Marconi Wireless Telegraph Co. of America, he was associated with RCA from 1919 to 1933 in various capacities, including director of research department, chief broadcast engineer, vice president of RCA Photophone, and vice president and general engineer of RCA. He subsequently has been a consulting engineer. He has been editor of the IRE continuously since the society was formed in 1912, except for one year when he was president. He also was secretary from 1918 to 1927.

Other IRE award winners named last week included:

Alda V. Bedford, RCA Labs Div., was designated to receive the Vladimir K. Zworykin Television Prize Award for 1954 "for his contributions to the principle of mixed highs and its application to color television." This award is presented annually to engineers judged to have made the most important contributions to electronic television.

Dr. Robert R. Warnecke, technical dircetor of Companie Generale de Telegraphie Sans Fil, Paris, was given the IRE's Morris Liebman Memorial Prize "for his many valuable contributions and scientific advancements in the field of electron tubes, and in particular the magnetron class of traveling-wave tubes."

Dr. Harold A. Zahl, director of research, Signal Corps Engineering Labs, Fort Monmouth, N. J., was named recipient of the Harry Diamond Memorial Award for 1954 "for his technical contributions, his long service, and his leadership in the U. S. Army Signal Corps research program."

The awards will be presented at IRE's annual banquet at the Waldorf-Astoria Hotel in New York next March 24, during the society's national convention. Presentation of awards and citations to the newly named Fellows—highest membership grade offered by IRE and bestowed only by invitation upon those who have made outstanding contributions to radio engineering or allied fields—will be made at the same time. Recipients of the Fellow award are as follows:

Foreign

D. C. Espley, Chief Engineer, Telecommunications Research Laboratories of the General Electric Co. Ltd., North Wembly, England; A. W. Montgomery, Standard Telephones and Cables, London; Yasujiro Niwa, President, Tokyo Electrical College, Tokyo; M. J. H. Ponte, Director, Compagnie Generale de Telegraphie Sans Fil, Paris; Herre Rinia, Director of Research, Philips Research Labs. N.V., Philips Gloeilampenfabrieken, Eindhoven, Netherlands.

Canadian

J. E. Hayes, Chief Engineer, Canadian Broadcasting Corp., Montreal; George Sinclair, Associate Professor, University of Toronto, President, Sinclair Radio Labs., Toronto; B. R. Tupper, Manager and Chief Engineer, Northwest Telephone Co., Vancouver, B. C.

United States

E. I. Anderson, Assistant Manager, Industry Service Lab., RCA Labs., New York; A. V. Astin, Director, National Bureau of Standards, Washington; W. F. Bailey, Engineer, Hazeltine Corp., Little Neck, N. Y.; D. S. Bond., Research Engineer, RCA Labs., Princeton; M. R. Briggs, Manager, Missile Ground Control Engineering, Westinghouse Electric Corp., Baltimore; I. F. Byrnes, Vice President of Enginering, Radiomarine Corporation of America, New York; Madison Cawein, Consultant, Diamond Power Corp., Lancaster, Ohio; P. R. Mallory and Company Inc., Indianapolis; J. G. Chaffee, Technical Staff, Bell Telephone Labs., New York; Britton Chance, Director, Johnson Research Foundation, U. of Pennsylvania, Philadelphia;

Marvin Chodorow, Associate Professor, Stanford U., Stanford, Calif.; D. H. Clewell, Director, Field Research Labs., Magnolia Petroleum Co., Dallas; R. B. Colton, Major General (ret), U. S. Army, Washington; M. S. Corrington, Radio Engineer, RCA Victor Div., Camden; P. M. Craig, Vice President of Engineering, Radio and Television Div., Philco Corp., Philadelphia; C. A. Culver, Senior Physicist, Southwest Research Institute, San Antonio; F. M. Doolittle, President and Treasurer, Connecticut Broadcasting Co., Hartford; W. L. Dunn, Vice President in charge of Sales and Engineering, Raytheon Television and Radio Corp., Chicago; N. E. Edlefsen, Director, Electro-mechanical Engineering Dept., North American Aviation, Downey, Calif.; M. A. Edwards, Manager of Engineering, X-Ray Dept., General Electric Co., Milwaukee; C. L. Engleman, Captain, U. S. Navy; D. H. Ewing, Director of Research Services, RCA Labs. Div., Princeton; R. M. Fano, Associate Professor, Massachusetts Institute of Technology, Cambridge; E. P. Felch, Technical Staff, Bell Telephone Labs., Murray Hill, N. J.; J. L. Finch, Design Superintendent, RCA Communications, New York; R. M. Foster, Professor of Mathematics, Polytechnic Institute of Brooklyn, Brooklyn; A. W. Friend, Director of Engineering and Development, Magnetic Metals Co., Camden; E. G. Fubini, Supervising Engineer, Airborne Instruments Lab., Mineola, N. Y.; I. A. Getting, Vice President; Engineering and Research, Raytheon Manufacturing Co., Waltham, Mass.; J. E. Gorham (deceased), formerly Chief, Thermionics Branch, Signal Corps Engineering Lab., Belmar, N. J.; C. A. Gunther, Assistant Chief Engineer, Engineering Products Dept., RCA Victor Div., Camden; J. P. Hagen, Naval Research Lab., Washington; N. L. Harvey, Chief Engineer, Sylvania Electric Products, Buffalo; Walter Hausz, Manager, Development Engineering, General Electric Co., Syracuse; W. D. Hershberger, Professor of Engineering, U. of California, Los Angeles, Calif.;

R. D. Huntoon, Director, Corona Labs., National Bureau of Standards, Corona, Calif.; R. G. E. Hutter, Head, Physical Research Branch, Sylvania Electric Products, Bayside, N. Y.; J. F. Jordan, Chief Engineer, Baldwin Co., Cincinnati; W. R. Koch, Group Manager, RCA Victor Div., Camden; J. D. Kraus, Professor of Electrical Engineering, Ohio State U., Columbus; J. B. H. Kuper, Chairman, Instrumentation and Health, Brookhaven National Lab., Upton, N. Y.; J. M. Lafferty, Research Associate, General Electric Research Lab., Schenectady; J. J. Lamb, Director of Electronic Research, Remington Rand, South Norwalk, Conn.; Reuben Lee, Advisory Engineer, Westinghouse Electric Corp., Baltimore; W. D. Lewis, Director of Switching Research, Bell Telephone Labs., Murray Hill, N. J.; W. W. Mieher, Department Head, Armament Radar, Sperry Gyroscope Co., Great Neck, N. Y.; B. M. Oliver, Director of Research, Hewlett Packard Co., Palo Alto, Calif.; J. M. Pettit, Associate Professor of Electrical Engineering, Stanford U., Stanford, Calif.

Donald A. Quarles, Assistant Secretary of Defense for Research and Development, Department of Defense, Washington; W. H. Radford, Professor of Electrical Communications, Massachusetts Institute of Technology, Cambridge, Mass.; Eugen Reisz, New York; T. C. Rives, Manager, General Electric Advanced Electronic Center at Cornell U., Ithaca, N. Y.; General Electric Co., Syracuse; G. M. Rose Jr., Manager, Advanced Development Group, RCA Victor Div., Harrison, N. J.; P. C. Sandretto, Assistant Technical Director, Federal Telecommunication Labs., Nutley, N. J.; Kurt Schlesinger, Head, Television Research Dept., Motorola Inc., Chicago; A. B. Schooley, Associate Superintendent, Naval Research Lab., Washington; H. J. Schrader, Manager, Advanced Development FPD, RCA Victor Div., Camden; A. C. Schroeder, Television Engineer, RCA Labs., Princeton; G. R. Shaw, Chief Engineer, Tube Department, RCA Victor Div., Harrison, N. J.; R. F. Shea, Supervisor, Semiconductor Applications Engineering, General Electric Co., Syracuse;

Samuel Silver, Professor of Engineering Science, U. of California, Berkeley; E. A. Speakman, General Manager, Fairchild Guided Missile Div., Wyandach, N. Y.; W. L. Webb, Manager, Missile Section, Bendix Products Div., Bendix Aviation Corp., Mishawaka, Ind.; P. T. Weeks, Wellesley Hills, Mass.; J. O. Weldon, President, Continental Electronics Manufacturing Co., Dallas; K. R. Wendt, Manager, Advanced Development, Sylvania Electric Products, Buffalo; E. M. Williams, Project Engineer, Naval Ordnance Lab., Silver Spring, Md.; J. R. Wilson, Director, Electronic Apparatus Development, Bell Telephone Labs., Murray Hill, N. Y.; D. E. Wooldridge, President, Ramo-Wooldridge Corp., Los Angeles.

MICHIGAN AP radio trophy goes to WKZO Kalamazoo for the second straight year. WKZO News Director Frank Benesh (c) accepts the award from Milton Greenebaum, WSAM Saginaw and outgoing president of the Michigan AP Broadcasters Assn. Lester Lindow (l), WFDF Flint, donated the trophy which is awarded annually by MAPBA for outstanding contributions to the AP.

For **MINUTE** spots to **SELL**

Youngstown, Ohio

call any Headley-Reed office or . . .

WFMJ RADIO and TELEVISION

101 W. Broadman St. . . . . Phone RI 3-4121

BROADCASTING

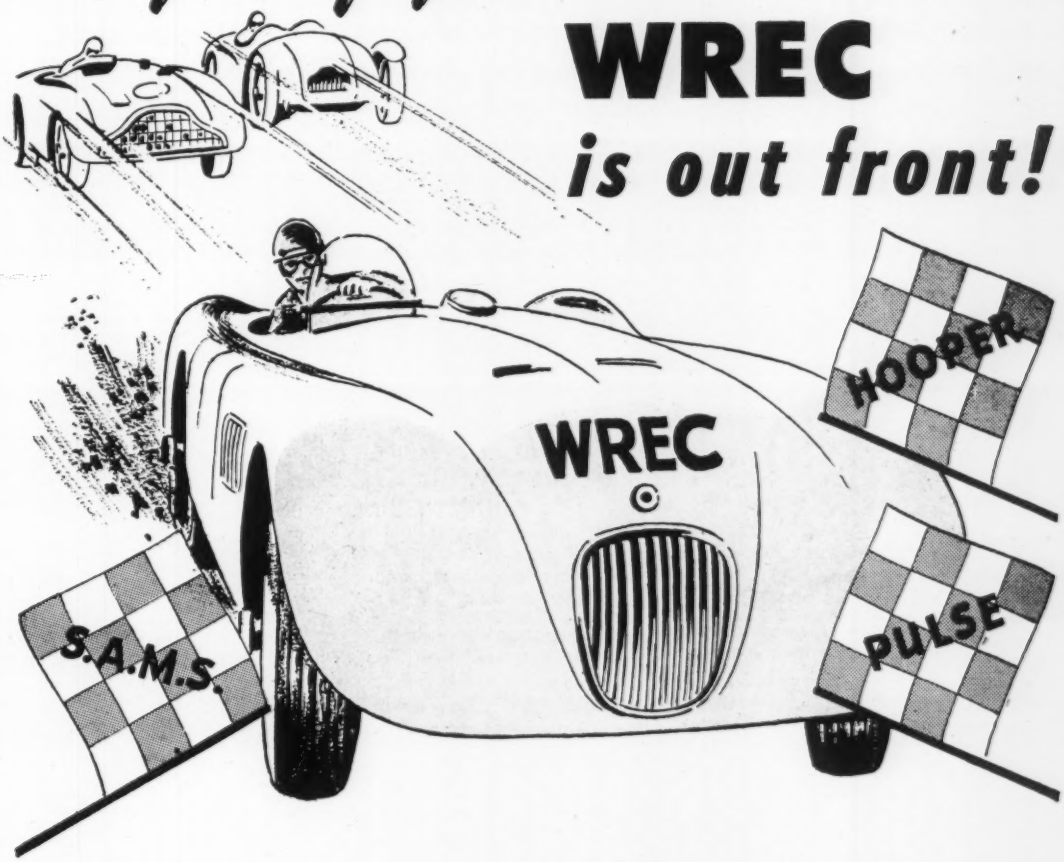
TELECASTING

features

Any Way You Look at it...

WREC

is out front!



Yes, WREC leads the field in the rich $2 billion Memphis market. Hooper, Pulse and Standard Audit & Measurement Survey unanimously acclaim WREC-600 as Memphis' top radio station. Join the list of advertisers who gain "better half" coverage of both the rural and metropolitan audience *with a single schedule on WREC*. You'll be pleased to learn that rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man *today*.

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

HEIGHT
COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station
in Kentucky and Southern Indiana!

19.8% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

627.3% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

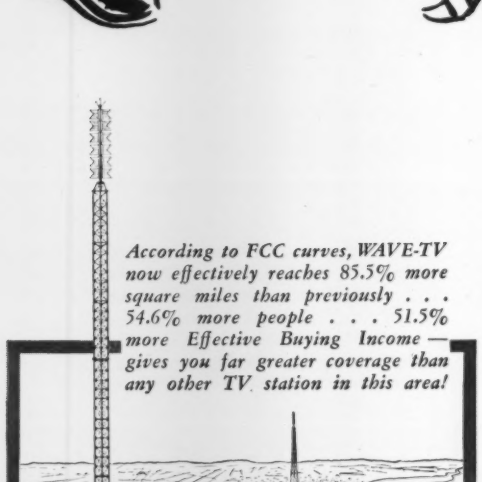
In VHF television, *Tower Height* is the most important factor in "reaching out" to fringe areas. *Low Channel* is next most important and *Power* is third.

WAVE-TV's tower soars 1585 feet above sea level — *419 feet higher than Louisville's other VHF station!*

WAVE-TV is Channel 3 — *the lowest in this area!*

WAVE-TV radiates 100,000 watts of power — *the maximum permitted by the FCC for Channel 3!*

Write direct or ask your Free & Peters Colonel for all the facts about WAVE-TV's tremendous new coverage and about the great WAVE-TV television market.



According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
Free & Peters, Inc., Exclusive National Representatives

features

- How Metropolitan Life localizes its national radio show. Page 86.
- Building the uhf audience: Examples of station promotion. Page 88.

A Radio Free Europe story

Needling the Reds by Radio

LATE in August, Radio Free Europe in New York received a report from its Frankfurt correspondent that the women of the small Czech village of Skalsko, rebelling at doing their washing by hand, had badgered their husbands into making 40 washing machines for them from parts used at the agricultural repair shop where they worked. The theft was discovered and the men were subjected to grueling questioning by the police, but the wives refused to give up the washing machines and the Communist police let the whole matter drop. This unusual outcome prompted Rita Whearty of the Free Europe Press Dept. to take the story to NBC as a feature news item.

News of the World editors liked the story and that night a nation-wide audience heard W. W. Chaplin tell it.

Immediately after the broadcast, Morgan Beatty at NBC Washington received a phone call from Ripon, Wis. W. A. Royce of the Speed Queen Corp. wanted to match those 40 Skalsko makeshift washing machines with new American models "if Radio Free Europe could figure out how to transport them anywhere behind the Iron Curtain." When the offer was relayed to Radio Free Europe, a special meeting was held. It seemed that the offer had an enormous propaganda potential for Radio Free Europe broadcasts and even though FRE had never been able to get anything behind the Iron Curtain except messages by balloon and radio, there was always the possibility. That night *News of the World* broadcast "Radio Free Europe accepts Mr. Royce's offer with thanks and will make every effort to effect delivery."

The first thing to do was find out the letter of the Czechoslovak law and to comply with it. RFE found out that as of Sept. 1, 1953, gift packages from abroad will be admitted only if accompanied by an import license which the receiver inside Czechoslovakia must obtain and mail out to the donor. In order not to compromise the workers of Skalsko, RFE selected 40 Czech and Slovak villages from all sections of the country and prepared a letter for the Speed Queen Corp. to send to the Local National Councils (Communist) offering a washing machine as a free and postpaid gift to be used wherever it would do the most good in the community and instructing them to obtain the license. No answer was ever received from any of the 40 letters.

Being fairly certain that this would be the case, the Free Europe Press went ahead with plans to ship the machines to the Czech customs house at Eger on the German-Czech frontier. By this time, Procter & Gamble had contributed 40 cases of Tide. Speed Queen sent the machines to New York bearing a large banner "Bound for the freedom-loving people of Czechoslovakia," and the Crusade for Freedom which supports Radio Free Europe is sponsoring their transportation across the ocean via U. S. Lines and from Bremen to Eger by rail. The machines and soap sailed last Tuesday aboard the *American Shipper*.

In Europe, RFE Munich will take over, supervising the delivery of the machines to the border. If they are finally refused, they will be distributed by the Free Europe Citizens Service to Czechs in the refugee camps of Western Germany.

Since the washing machines left Wisconsin, Radio Free Europe has regularly reported their progress over the Voice of Free Czechoslovakia.

News of the World neatly recapped the whole project on Nov. 4 when W. W. Chaplin said "Forty washing machines left Ripon, Wis., today on a long journey of friendship to housewives behind the Iron Curtain . . . The Red government of Czechoslovakia may try to stop them, but Radio Free Europe will tell housewives behind the curtain what we tried to do for them . . . but that we were stopped by a form of government which depends on forced poverty to ensure forced subservience."

LOCALIZING A NATIONAL

By Jerry Crowley

WEBSTER doesn't have it, but an advertising man's definition of Utopia might be: "A state where dreams become realities, *i.e.*, execution of an advertising campaign that satisfies everyone."

Two elements of that fanciful campaign would (1) create and increase national confidence in the product and sponsor and (2) make the citizens of a community think favorably of the sponsor's local man first as their neighbor and then as the representative of his company, which too often is considered an impersonal giant in a distant city. No excuse need be made for the millions of dollars and hours of effort spent on national advertising, but any campaign will come a step nearer perfection if it can be pin-pointed to benefit the local man.

The Metropolitan Life Insurance Co.'s advertising, according to impartial and recognized authorities, through the years has done an effective job in meeting point No. 1 above. It now has a promotion aimed to do a public relations job for the local man and also serve as a means of explaining how he can derive greater personal value from the national campaign.

The promotion is centered on the publicizing of events of national importance by originating the Allan Jackson-CBS Radio news program from various cities. The important angle is that all arrangements for the broadcasts are made so that local Metropolitan men receive complete credit in the press and from the prominent citizens always associated with such events for creating the welcome nationwide publicity.

Guests on the program and groups tied up with have included Massachusetts Governor Paul A. Dever, Boston, dedication of Museum of Science; King and Queen of Cotton, Memphis, Cotton Carnival; General Motors Vice President Harry W. Anderson, Detroit's 250th Birthday Festival; Judge Edwin A. Lewis, Philadelphia, Anniversary of Signing of Declaration of Independence; Minnesota Governor E. C. Anderson, acceptance of award to Metropolitan by State Health and Radio Council; Mercantile Bank President Gale F. Johnston and Postmaster General Arthur E. Summerfield, St. Louis, Festival of Progress.

Special salutes to Dallas and Memphis were made with the respective mayors being heard as guests. The broadcast also originated in Phoenix as a part of the promotion announcing the opening of a new Metropolitan office in the city. Two added attractions there were the placing of a sign on the main street welcoming Metropolitan to the city and a 30-minute "Open House" broadcast over KOOL following the network program directly from the new office. Leaders in civic affairs, banking, commerce and industry and other fields were heard being interviewed and wishing Metropolitan well in the area.

Metropolitan's Control

Press releases, contacts and general supervision are, obviously, controlled by Metropolitan's advertising promotion office. This is an asset, rather than a liability. That phase of the operation might be compared to an advance man performing details that are necessary but not to be done by the stars of a road show.

Metropolitan's own advertising promotion office supervises the local promotions. The show in general is handled by Young & Rubicam.

When approval is given for the broadcast to originate in a city, the local Metropolitan man then can contact the group involved on the basis of, "I think I can arrange to have my company's network news program broadcast from here. We could have a member of your committee tell the nation of your plans, etc., etc." The value of this type of approach is clear. He is doing a favor for his fellow citizens and their community.

All Metropolitan personnel in the area are then advised of the broadcast to stimulate enthusiasm. Leaflets and window cards publicizing the broadcast are produced for distribution to policyholders and the general public.

Charles Oppenheim, CBS Radio sales promotion and advertising manager, alerts the outlet to be used and prepares a special publicity kit for use by the station and newspaper editors. The kit includes transcriptions made by Mr. Jackson in New York and copy directed at special audiences on news, women, sports and sustaining programs for use in advance of the the date the program will originate in the city.

Mr. Jackson is also scheduled for radio and tv interviews. The interviews concentrate on his activities as a correspondent in this country and abroad but, logically, explain why he is visiting the city.

An attempt is always made to have a news picture published showing *local* Metropolitan managers and civic leaders making arrangements for the broadcast. The word "local" is emphasized because the entire philosophy of the promotion would be dissipated if men from the home office were in this picture. The aim is to build the local man in the eyes of his community. He is the one on the local firing line that should receive credit. Fortunately, Metropolitan is blessed with officers who appreciate this reasoning. That, I know, would be close to Utopia in many companies.

Every national company today is, or should be, interested in furthering the thought that its agents are local businessmen just as the butcher, the baker and the banker are. That thought could not be better stated from the public standpoint than in the words of Atlanta Mayor William B. Hartsfield

Mr. Crowley is advertising promotion manager of Metropolitan Life.

AL ADVERTISING CAMPAIGN

The Metropolitan Life Insurance Co. uses local originations of its CBS Radio show to give local agents added stature in their communities.

Referring to the broadcast from Atlanta, he said, "This recognition of Atlanta which will tell the world of our industrial and general growth was made possible by the interest of local Metropolitan men. That is gratifying evidence that while they are representatives of a great national company, they are local businessmen interested in their community just as all other citizens."

From the company standpoint, a quote by a Metropolitan manager in the *Memphis Commercial Appeal* illustrates how the promotion can help establish the local man as an individual concerned with his community. It read, "We wanted Mr. Jackson here for the Cotton Carnival because we wanted Memphis to know how interested Metropolitan is in our city and the Mid-South."

The local Metropolitan man may offer Mr. Jackson as a guest speaker at service club luncheons. In most instances he introduces Mr. Jackson at the luncheon or, with his colleagues, is recognized for having made available a speaker who would ordinarily command a substantial fee. Again, good will is being built on the local level.

The amount of time devoted on the program to the guest does not interfere with the regular presentation of the day's news. The hard news precedes the interview. Mr. Jackson then concludes with a feature related to the community. He and his assistant, Dick Roll, have been successful in unearthing interesting facts unknown to the average person which have resulted in additional publicity following the broadcast.

Recordings of the broadcast and photographs made at the studio are made and given to the local Metropolitan man for personal presentation to the guest. Thank you letters are sent to the guest and individuals concerned, by the local manager—*not* from the home office.

Metropolitan managers and agents, where the number permits, are invited to the broadcast and a meeting following the program. The general format of the meeting with local men is as follows:

A. Talk by station official on value of radio in general and potential impact of Metropolitan messages over his station in particular.

B. Talk by Allan Jackson on experiences as correspondent followed by question and answer period on current events. Psychologically, an informal meeting of this type with local men can give them the feeling of being on the bench with the coach rather than up in the stands. Evidence has shown that following the meetings the local men have had a more personal interest in the program. They know Mr. Jackson as a friend rather than a voice.

C. Talk on Metropolitan's national advertising campaign covering both radio and magazines with particular emphasis on how the local man can benefit by personal association with it. It is no strange statement that a general talk on national advertising is not necessarily the most popular subject at a local meeting. The theory of Metropolitan's health and welfare advertising has at these meetings, however, been accepted more readily than usual because of the simple fact that the national advertising has just been directed to benefit the men present. That's human nature.

Success Story

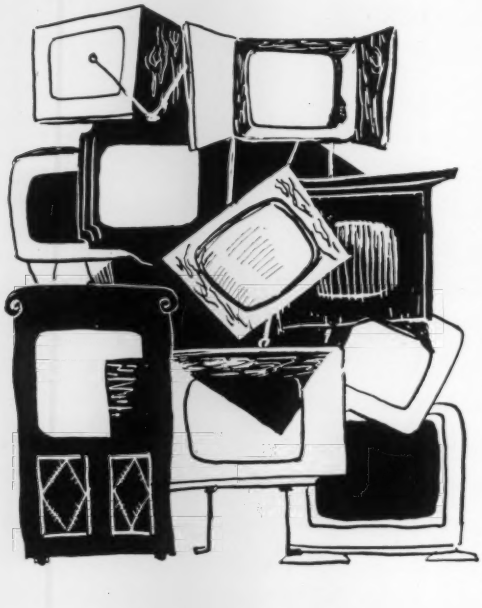
One story of how two Chicago agents used the Jackson program is definitely in the realm of reality and not theory. They knocked on doors in a cold canvass and after identifying themselves as representatives of Metropolitan said, "We'd like to ask you just two questions: Are you using the Metropolitan Life Insurance Co.'s 'Good Hints for Good Health?' We are calling in conjunction with our company's radio program featuring Allan Jackson from Monday through Friday on station WBBM. He gives you the latest news plus 'Good Hints for Good Health.' We have some booklets here which you may have. Here's one called 'Common Childhood Diseases.' On this page you will see that every childhood disease is charted—the cause, how it is spread, when it is spread, how it is controlled, and so forth. We also have many other booklets on specific diseases such as. . . . Would you be interested in having copies? We'll be glad to bring them to you."

By following up this approach with questions pertinent to the insurance needs of the particular home for one day a week, they increased their earnings $4,225 in one year. That's irrefutable reality.

Allan Jackson's willingness to cooperate is responsible for much of the success of the plan. He, too, has the rare faculty of retaining the appeal of a correspondent while becoming one of the family. One manager reported, "Allan Jackson made a hit with everyone."

Reactions from Metropolitan men have shown appreciation for the effort to help them locally. One manager wrote, "It is without a doubt the finest bit of public relations work that has been done by our company in any area where I have been located during my 19 years." Another, referring to the talk on national advertising, said, "I feel certain that such contacts will go a long way toward selling our men on our health and welfare advertising." The president of the Cotton Carnival in Memphis wrote, "The Metropolitan Life Insurance Co. is certainly a definite part of our community. We feel that you are home folks down South."

The promotion is an indication of one method by which national advertising can be used to increase the prestige and acceptance of the local man whose individual efforts are responsible, to a great degree, for the success or failure of any company.



By J. Frank Beatty

Building

THE ENTRANCE of uhf television into a market sets up difficult and brand new management problems that broadcasters have met with perseverance and ingenuity—plus, of course, some innovations in technical instruction that startle professional educators and molders of public opinion.

Since the first commercial uhf station, KPTV (TV) Portland, Ore., approached its debut a little over a year ago, telecasters have been confronted with one of the most difficult problems facing a new industry. It is actually a three-ply problem: (1) preparing the public to accept another television service; (2) explaining the special qualities of uhf, and (3) stimulating the purchase of new uhf receivers or conversion gear.

These are promotional problems, aside from the array of management problems that harass any new television project, particularly the embryo uhf station.

The situation facing the new uhf station is different in each case. Each market, too, offers its special conditions.

Numerous techniques and devices have been used to launch uhf enterprises around the nation. The results have been astonishingly successful in some cases, disappointing in others. There are areas that have achieved from 90% to practically 100% uhf saturation in television homes. Then there are markets that have responded poorly to intensive promotion of uhf service.

A number of uhf stations have supplied B•T with summaries of its uhf promotion techniques. The cumulative package represents an extensive array of methods and planning. It is not submitted as a cross-section of the best—or the worst—in uhf operation. Rather it is designed to show what has been done in a number of cities in scattered parts of the nation. In some of the cases only a portion of the campaign is outlined. In others the promotions are completely reviewed.

The uhf campaigns, as received by B•T, follow in summary form:

WCAN-TV Milwaukee felt the announcement of its uhf ch. 25 grant last February was received with "reserved enthusiasm" but Lou Poller, general manager and largest stockholder, had cracked major markets before with radio ventures.

Within 24 hours he had full-page ads in both local papers plus eight others in neighboring cities. A week later a goodwill luncheon was held for servicemen, dealers and civic leaders. Ben Adler, president of Adler Communications Lab., gave a 3½-hour talk about uhf. Then followed what Mr. Poller and his associates called "Operation Go It Alone." Every conceivable method of keeping Milwaukee posted on progress was utilized. When new sets were sold they carried a WCAN-TV promotion card. Airplane streamers, billboards, car cards, newspaper ads and radio announcements were used but still there wasn't any mad rush towards conversions. Complicating factor to viewers was the vhf station's channel switch.

Dealers Push Uhf

Dealers finally began to mention uhf in their advertising. The first conversion survey showed 10% already equipped for uhf. In another month the figure was 16% of sets. It was somewhere around 20% or more when the station took the air and now American Research Bureau shows over 29% uhf saturation in late October. The figure is now placed at one out of every three tv homes after two months on the air. WCAN-TV ran a newspaper ad in August showing cost to equip each of the 21 most popular sets for ch. 25 reception. A primary CBS-TV affiliation pact was signed Aug. 24.

A strong supporter of the theory that good programs bring uhf conversions is J. L. Bowden, station director of WKBN-AM-TV Youngstown, Ohio. Shortly after taking the air last winter on ch. 27, WKBN-TV carried the Presidential inauguration, an event that was thoroughly promoted and thus served to draw wide interest.

With the nearest vhf stations in Cleveland and Pittsburgh, each 65 miles away, Youngstown was a logical location for uhf. With WFMJ-TV going on the air in early March, the city has gone for uhf in a big way and the uhf count as of mid-November is placed at 105,000 sets.

Mr. Bowden cites WKBN-TV spec events in listing programming techniqu that bring uhf installations. He said WKB TV has two camera chains, two slide turre three cameras and much other equipme not in the original plans.

Warren F. Williamson Jr., WKBN-A TV president and general manager, said t tv programming follows the 27-year-o radio policy. He observed that manuf turers are rapidly overcoming conversi problems and the public is kept inform of progress. Power increases are promis for 1954. The new WKBN radio-tv ho is a two-story plant housing equipme studios and offices, with 31,500 square f of floor space including 131 rooms. I located on a 60-acre site, with a 540-ft antenna and four-tower radio array.

Leonard E. Nasman, commercial m ager of WFMJ-TV Youngstown, is pl ning an intensive promotion for the 1,0 foot tower now being erected for the 73 operation. It will be promoted as "t highest structure in Ohio" and surround towns will be kept informed as construct progresses. They will be told, too, of t improved service to be provided by t tower.

Mr. Nasman said WFMJ-TV has hea promoted its NBC-TV programming such events as the All-Star baseball ga World Series and NBC-TV-NCAA foot games. It has run newspaper advertis discussing uhf problems such as ways installing antennas and need of tub lead-ins. It has promoted, too, the solut of tube trouble in converters through velopment of new types.

WFMJ-TV takes the air at 7 a.m., added, a service that has brought favora comment from the industrial populace cause of night-shift schedules in the m

Last September KTVQ (TV) Oklah City, approached its opening in an es lished vhf market with this theme— station would be "a friendly, sales-min hard-hitting operation." A piece of sh manship centered around the antenna tower located atop the 35-story First

The Uhf Audience

tional Bank, flood-lighted to draw added attention at night.

According to John Esau, president, KTVQ's "all-out conversion-adapter promotion" consisted of a series of projects. Speakers attended large numbers of dealer and club meetings. Display pieces were provided along with 40 full-color 24-sheet billboards on a cooperative basis. A radio saturation campaign started Sept. 1 for 60 days, using all seven Oklahoma City stations.

Each radio spot was a music jingle: "Two and Five, Man Alive, Adapt to ch. 25," followed by a tag giving name, address and phone number of a cooperating dealer or serviceman. Acknowledging the presence of top-flight competition, Mr. Esau put the situation this way, "We'll get our share through some hard selling, through resourcefulness in building circulation, through showmanship, through careful spending. Once we get it we'll keep it through promotion, and through service to the advertiser and the viewer."

One of the numerous KTVQ promotion gimmicks was a Mov-I-Graf card showing a hunter with a flexible face producing countless profiles when the card is tapped.

Less than three months after it took the air in late summer, KAFY-TV Bakersfield, Calif., reported over 88% of all tv sets in the signal area had been converted for ch. 29 reception. Dealers haven't been able to keep up with calls for sets, strips and converters, according to the station.

KAFY-TV started out last summer with a 30-day radio build-up on KAFY, offering a tv set to the first person who saw the ch. 29 test pattern and had it verified by a dealer. Radio remotes and news stories highlighted ground-breaking ceremonies and various steps in the construction.

Radio was used to promote tv personnel for upcoming local television programs, syndicated film shows and top network features. Dealers were sent regular progress bulletins, as were radio stations and newspapers. KAFY and KAFY-TV personalities emphasized the approach of "Kern County's

Forty 24-sheet billboards like this were used by KTVQ (TV) Oklahoma City as part of intensive conversion promotion in already established vhf market.

First Television Station." Illustrated talks were given at service clubs and schools, describing uhf and the importance of tv to the area. Regular meetings were held with dealers and distributors to keep them posted so they would encourage rapid conversion.

Two newspapers put out special tv issues at the time of the opening. Logs are sent to newspapers in the area. "These are just a few of the ideas that were used," according to Naum Healy, station manager.

WKNB-TV New Britain, Conn., took the air last March with only 17,000 sets equipped to receive ch. 30, according to Peter B. Kenney, general manager. A fortnight ago the number had reached 97,000, according to Mr. Kenney, who said WKNB-TV's programming and personnel problems had been "met and conquered with the familiar tools of success, plain hard work and Yankee ingenuity."

John Shipley, WKNB-TV chief engineer, provided listeners with basic uhf information, urging them to "demand perfection" in uhf viewing. "Uhf has set a new standard of technical excellence," he said, and ascribed poor pictures to antenna or receiver trouble.

He pointed to the need of using special uhf lead-in cables, with a drain-hole where it enters the wall. He recommended an outside antenna and explained antenna installation problems this way: "Move the antenna vertically and horizontally to locate the best

picture. Do not arbitrarily mount it on the existing mast unless this proves to be the spot where best pictures are received."

Once a uhf station goes on the air the best possible promotion is programming, in the opinion of John S. Booth, WCHA-TV Chambersburg, Pa., and WTVE (TV) Elmira, N. Y.

Before WCHA-TV took the air in September on ch. 46 it faced some interesting problems—mostly vhf problems. Viewers were getting pictures from four Washington and three Baltimore stations plus Johnstown, Altoona, Harrisburg and Lancaster. Few, however, could get all 10 of the better signals available, and there were many "bad nights," according to Mr. Booth, due to mountains to the east and mountains to the west.

Conversions are moving along nicely, with a fourth of possibly 50,000 sets now picking up WCHA-TV. In Elmira the conversions are estimated at 20,000.

Community-minded, WCHA-TV is moving into downtown studios for the first time and plans to keep its two live cameras busy when the setup is ready, at the same time cutting down on film programming.

Promotion started last June with weekly reports to dealers, agencies and advertisers. "See yourself on tv" visits to dealers started in early August, the Dage camera feeding several sets on the floor. Promotion kits were sent around the area and the community angle was emphasized.

An effective gimmick was a "Bow Tie" slogan contest. As each uhf set was sold, the customer filled out a card with a slogan. Winners were given all-expense weekends in New York. The contest was heavily promoted, including 10 announcements on WCHA plus plugs in regular dealer advertising. Dealers were enthusiastic over the idea.

In Elmira WTVE is ready to start a Christmas promotion sponsored by Gorton-Coy, major department store in the city. A merry-go-round has been installed in one of the studios for a series of 20 half-hour holiday programs starting the day after Thanksgiving. Coca Cola will give studio audiences free cokes and a caterer will supply sandwiches.

All through the long months of planning and the early period of actual programming Mr. Booth has kept one theme uppermost: "WCHA-TV and WETV must give them something they can't get anywhere else."

WRTV (TV) Asbury Park, N. J., opened its promotion barrage last summer with a kit for dealers, distributors and servicemen. A feature is a two-ply financing plan to stimulate credit sales of tv sets.

Allenhurst National Bank & Trust Co., Eatontown, N. J., provided what it called an "Easy Charge Plan," issuing credit cards to individuals or families with approved credit. This card is accepted by stores taking part in the plan, with merchants mailing sales slips to the bank and the bank in turn crediting their checking account less 5% or 6% discount. Customers are billed on a cycle billing basis used by department stores, with payments either to the bank or to merchants.

Personal Finance Co. and distributors qualified dealers for participation in its credit plan. The dealer phones brief information to PFC, which promptly investigates and reports its credit decision to the dealer. If approved, the dealer takes the customer to PFC or gives an introduction card. The customer signs PFC papers, receives a check which he endorses to the dealer. The prevailing PFC personal loan rate is charged.

Theatre of Air

A WRTV brochure calls the station "The Walter Reade Theatre of the Air," after the theatre chain operator. "See it clear because it's near," the brochure advises, promising "a new vista in local television." The brochure describes programs, general conversion procedure and financing, with a page of market and coverage data.

A feature of the campaign is a plan by which dealers, servicemen and distributors are paid 25 cents by WRTV for each "door-bell ringing" call at homes in an effort to sell new all-channel sets or to convert existing sets. Another plan provides telephone girls to contact customers.

WRTV had been informed by Thomas E. Martin, executive vice president of WEEU-TV Reading, Pa., that the door-bell ringing had these results: "Out of approximately every two calls made by these salesmen, a conversion or a new set sale is made. From a percentage viewpoint, about 60% are new set sales, 30% are conversions, and 10% are strips."

WEEU-TV adopted a diversified local program format, creating such programs as *Meet Your Mayor* in which high school and college students take part, a meet-the-press type of show called *The People's Business*, a weekly *R. F. D. Berks* (County), and a Pennsylvania Dutch lore feature. Religious programs were given a prominent place as well as man-on-the-street pickups.

Power was increased from 1.4 to 165 kw last summer and new offices and studios permitted expanded program service.

IN THE BLACK AT START

WHILE engineers were checking and soldering around the new WBLN (TV) Bloomington, Ill., last week preparatory to putting out a test pattern, Cecil W. Roberts, owner and manager, refused to indulge himself the privilege of uhf television birth pains.

Mr. Roberts had reason to scoff at the technical troubles that beset installation engineers, and it was a fortuitous and unusual reason—WBLN will take the air with an assured profit.

This ch. 15 outlet has 50 local advertisers under contract, all but three on a 52-week basis. It hasn't had much time to go after national accounts but there are at least a dozen on the books.

Expenses at the station will run over $100,000 the first year, a modest figure according to tv standards. The investment runs over a quarter-million dollars, about par for the uhf course in small and medium markets.

Like other uhf stations in small markets, WBLN faced the twin problem—delivering salable tv at low cost. Since a million-dollar investment and quarter-million operational expense were out of the question, Mr. Roberts decided to bring in experienced radio personnel from several of his radio stations (KCLO Leavenworth; KCRB Chanute, Kan.; KREI Farmington, KNEM Nevada and KCHI Chillicothe, Mo.) instead of hiring experienced tv people "with delusions of grandeur."

All of these radio men are able to double and even triple in brass. There are no set designers, floor managers, directors, assistant directors or other such executives.

While promoting its ch. 15 project thoroughly in the Bloomington-Normal area, heart of McClean County in Central Illinois, the station devoted special attention to the need of adjusting operations to the market. It decided to save "a great deal of money by being independent, by choice," according to Mr. Roberts.

The only network affiliations offered would cost the station more than enough to buy strong syndicated programming for the entire program time, he said, contending that "with the exception of a few top shows no network offers a schedule to compare with film available, particularly since for less than the affiliation fee, line charges, etc., WBLN could fill its entire schedule with top calibre film shows including some of the very shows the network has to offer."

Programming will be limited to four hours at the start, comprising three hours of top films and one hour of live programming.

"This may sound like a small, perhaps even inadequate, operation but after observing some of the major single-channel vhf operations the management definitely feels that the small station can, in reality, deliver smoother production along with more interesting programs on a lower budget," according to Mr. Roberts.

While the early schedule will run only about four hours a day, plans are under way for all-day service over the weekends and later the weekday starting hour will be moved into the afternoon.

All local productions will be handled in one 20x30-ft. studio, with two cameras and a zoom lens.

As to conversion, Mr. Roberts claims practically 100%, since main reception in the area has been uhf and the first nearby vhf station has just started.

That's why WBLN approached its recent target date with enough time sold "to begin operations in the black," he added. Bloomington and Normal have a combined population of around 50,000, with 264,420 in the 250 uv/m contour. Mr. Robert claims McLean County is the second richest in the nation, with a large seed-corn industry as well as manufacturing plants and universities.

—PROGRAMS & PROMOTION—

CBS TV CITY ANNIVERSARY

FIRST anniversary of CBS Television City in Los Angeles was celebrated on the Nov. 15 telecast of CBS-TV *See It Now*. With Edward R. Murrow as narrator, viewers were taken on a tour of extensive video facilities and shown the functioning of various parts, in addition to watching such West Coast-originated programs as *Jack Benny, My Friend Irma, My Favorite Husband* and *House Party* in rehearsal.

ADV. BOOKLET FROM XL

THE XL stations (KXL Portland, Ore., KXLY-AM-TV Spokane, Wash., KXLF-AM-TV Butte, KXLL Missoula, KXLJ Helena, KXLK Great Falls and KXLO Bozeman, all Mont.) have printed a small booklet to be left with their advertisers after the salesman has called upon them. Headed, "Your advertising policy directs a great power!," the booklet lists six basic rules to help form an effective advertising policy.

Plenty of Bull

FIFTY television directors and timebuyers received a bit of bull from KVTV (TV) Sioux City, Iowa. Packed in a box resembling a book titled "A Tail of Sioux City's" with "What the Dickens?" as author, was a genuine bull's tail. Instructions on the inside front cover told recipients to "Keep this Tail of Sioux City's handy to dust off accounts which do not realize that: . . . Sioux City is America's 34th largest wholesale market . . ." A card tached to the tip of the tail stated that it's no bull that KVTV sells Siouxland.

COMPLIMENTARY RAILROAD PASS

WWDC Washington is sending to its friends a complimentary railroad pass good on all American railroads—subject to a few regulations. These are that the pass is not good on day, night, fast, or slow trains. But pass is good on freight trains. The station adds: "However, you always get a good ride for your advertising dollar, and good listening for your dialing at . . . WWDC."

BABY'S CRY OPENS HOSPITAL

THE CRY of a 2-day old baby, the last to be born in the soon-to-be closed Methodist Hospital in Fort Wayne, Ind., broadcast by WOWO there, opened a new $5 million hospital. The sound of the cry, relayed by wire from the old hospital to the new Parkview Memorial Hospital, activated a mechanism which opened the doors during the hospital dedication ceremonies.

THANKSGIVING FOOTBALL GAME

TWENTY-SIX Alabama radio stations are scheduled to carry the annual charity Thanksgiving football game sponsored by WAPI and WABT (TV) Birmingham with *Birmingham News* for the benefit of the Crippled Children's Clinic. A championship for the Birmingham area, the game is expected to pull more than 30,000 spectators paying from $2 to $25 a ticket, the stations report. Sponsorship of the game for the past 13 years has built and helps support a $2 million hospital for crippled children. President of the hospital is George Mattison, president of WILD Birmingham.

On The Air NEXT MONTH
DECEMBER

KWTV BASIC CBS AFFILIATE

Channel 9
OKLAHOMA CITY

This is our first step toward providing advertisers with the greatest TV coverage in Oklahoma. From December until we go on the air full power, KWTV will cover the Oklahoma City trading area from a 300-foot tower with 6 Bay Super Gain RCA Antenna. 10,000 Watts RCA Transmitter. 55,000 ERP. Availabilities secured now will have an enormous premium value in just a few months.

OKLAHOMA TELEVISION CORPORATION
OKLAHOMA CITY 14, OKLAHOMA

EDGAR T. BELL
Executive Vice-President

FRED L. VANCE
Sales Manager

Represented by
AVERY-KNODEL, INC.

AFFILIATED MANAGEMENT — KOMA — CBS RADIO

and in just a few months . . .

on the air full power
WITH THE WORLD'S
TALLEST MAN-MADE STRUCTURE TOWER

316,000 WATTS, ERP • 12 BAY SUPER GAIN ANTENNA • RCA EQUIPMENT

Advertisers

Harold E. Van Petten, manager of national advertising for industrial products, B. F. Goodrich Co., Akron, Ohio, named director of advertising for national products division.

John M. (Jack) Richey, Cleveland sales staff, promoted to sales promotion manager of Simmons Co., N. Y. **John Roemer,** assistant to vice president in charge of merchandise and advertising, promoted to advertising manager, with headquarters in Chicago.

R. C. (Red) Connell, general sales manager, appointed director of sales for Norge Division of Borg-Warner Corp., Chicago, succeeding **H. L. (Red) Clary** who resigned.

Robert G. Debnam, vice president, Brisacher, Wheeler & Staff, S. F., to Van Camp Sea Food Co., Terminal Island, Calif., as advertising manager.

Agencies

Russell K. MacDougal, account supervisor in Chicago office of Young & Rubicam Inc., named vice president.

Cameron Courtney Stineman appointed vice president of Mitchell WerBell Adv., Atlanta, Ga. He recently directed his own agency in Lincoln, Neb.

Rudolph Montgelas, Frank T. Kimball and **Alman J. Taranton** elected to partnerships in Ted Bates & Co., N. Y. **Anson C. Lowitz,** vice president, account and creative supervisor, Foote, Cone & Belding, N. Y., to Bates as account executive.

Richard L. Eastland, manager of the New York office of Needham, Louis & Brorby, and **Edmond C. Dollard, Paul C. Harper Jr.** and **Walfred C. Johnson,** account executives, elected vice presidents of agency.

Ted M. White, manager, Beaumont & Hohman Inc., S. F., named vice president. **Hal Falvey,** creative executive, Fuller & Smith & Ross Inc., Chicago and Cleveland, to Beaumont & Hohman as head of creative department.

George C. Neumann elected vice president of David J. Mahoney Inc., N. Y.

Charles A. Feld, merchandising staff of Cecil & Presbrey, N. Y., appointed manager of that department.

Mort Goodman, vice president in charge, motion picture department, Stodel Adv. Co., L. A., has formed **Mort Goodman Adv.,** that city, with offices at 951 N. La Cienega. **Marilu Turner,** chief editor, continuity department, KECA-TV Hollywood, and **Stephen Crowley,** account executive, Richard N. Meltzer Adv., S. F., to new agency as timebuyer and account executive, respectively. Telephone is Bradshaw 2-2491.

Harold L. Maddox, St. Paul radio-tv packager, to Western Adv. Agency Inc. as manager of newly opened office at 1655 Scheffer Ave., that city.

Paul H. Kerr Jr. appointed copy director at Geare-Marston Inc., Phila.

Lawrence L. Russoniello, Al Paul Lefton Co., Phila., forms **Anthracite Adv. Agency,** Scranton, Pa., of which he is president. **I. L. Dailey** is secretary-treasurer.

Richard S. Smith, Chicago office of O. B. Motter & Assoc., public relations firm, appointed director of newly-formed public relations department of Adv. Producers Associated Inc., Chicago.

John L. Sperling, spacebuyer for Beaumont, Heller & Sperling, Phila., advanced to media director.

Charles A. Feld named manager of merchandising department of Cecil & Presbrey Inc., N. Y.

Roger M. Johnson, director of research, Erwin, Wasey & Co., L. A., adds duties as director of media.

Pamela Gael to Adolph L. Bloch Adv. Agency, Portland, Ore., as tv production coordinator.

Gus V. Vignolle and **Maury Powell,** both L. A. free lance public relations representatives, have formed **Vignolle & Powell,** public relations and advertising, in Ambassador Hotel, that city. Telephone number is Dunkirk 5-2333.

Herbert A. Carlson, formerly senior account executive with Leo Burnett Co., Chicago, has opened his own office as advertising and public relations consultant at 626 Skinner Bldg., Seattle 1. Telephone is Main 1217.

Gerard M. Gazlay, formerly advertising and sales promotion manager for C. G. Conn Ltd., Evanston, Ill., and previously with WEAW Evanston, appointed client service director for Standard National Adv. Agency, Seattle.

Howard Garnitz, formerly with Simmonds & Simmonds Inc., Chicago, has opened his own agency, **Howard Garnitz Adv.,** at 236 N. Clark St., same city.

J. Alden Joice, Goodkind, Joice & Morgan, Chicago, appointed director of research and marketing and assistant to president.

Lawrence Woolf, producer of *Quiz Kids* and *Down You Go* at Louis G. Cowan Inc., Chicago, production firm, to Schwimmer & Scott Inc., Chicago advertising agency, as tv producer.

Brice Disque Jr., formerly with Compton Adv., NBC and BBDO, returns to Compton Adv. as member of creative department.

Robert W. Smyth, formerly with copy department at Leo Burnett Co., Chicago, to Sherman & Marquette, same city.

John F. Tucker Jr., Benjamin Foster Co., to Eldridge Co., Phila., as copywriter.

Frank Beuhler, Tom Bodley Art Service, L. A., to Brisacher, Wheeler & Staff, S. F., art department.

Robert M. Greenlee, KERG Eugene, Ore., to Joseph R. Gerber Adv. Agency, Portland, Ore.

Joe S. Watkins, Minnesota Mining & Mfg. Co., to Zimmer, Keller & Calvert Inc., Detroit.

George D. Lewis Jr., advertising department of Remington Rand Inc., N. Y., to Wilson, Haight, Welch & Grover Inc., Hartford, Conn., and N. Y.

John Ball Jr. and **Stuart Sneed** to copy staff of John Falkner Arndt & Co., Phila.

Thomas E. Flynn, formerly copywriter at N. W. Ayer & Sons Inc., and **Roy Van Hook** to copy department of Gray & Rogers, Phila.

Robert T. Butler and **J. H. Trux Jr.** to plans and merchandising dept.; **Dirk Watson** to service dept.; **Murray E. Morse Jr.** to public relations staff; **Albert E. Stoot** to outdoor advertising and **Duane Gordon** to art department, N. W. Ayer & Son, Phila.

Robert Guggenheim, West Coast representative William H. Weintraub & Co., moves offices to Goldwyn Studios, Hollywood. Telephone is Hollywood 7-5111.

Jack J. Leener, account executive, West-Marquis Inc., L. A., to Stromberger, LaVene, McKenzie, same city, in similar capacity.

Ann Smith, *McCall's* and Swiss Fabric Group to staff of Robert B. Grady, N. Y., advertising agency.

Stations

Boyd Phelps elected vice president and general manager of WRRR Rockford, Ill. **Dick Wells,** industrial sales executive of Lew Bonn Co., appointed commercial manager, and **John Rhodes** named program director of station. Named to head promotion department is **Mrs. Georgeann Stemler,** and chief engineer is **Marvin Moberly,** formerly with WKLJ Sparta, Wis.

Ray Dexter, manager of KNBY Newport, Ark., to KVLC Little Rock in same capacity. **Glen H. Robertson,** KVLC, transfers to KGKO Dallas.

H. Needham Smith, account executive with WBNS-TV Columbus, Ohio, named sales manager with WTRF-TV Wheeling, W. Va.

Don Weldon, account executive, KCOK Tulare, Calif., promoted to manager. **Bob Lee,** station program and sports director, transfers to KCOK-TV that city as sports and special events director.

George H. Larue appointed regional sales manager for Sacramento area by KTVU (TV) Stockton, Calif. He was formerly sales manager with KFBK-AM-FM Sacramento.

Charles R. Freburg, former program director at WOC-TV Davenport, Iowa, named administrative assistant to manager in charge of programming for KWWL-TV Waterloo, Iowa. **Jack Turley,** former production manager at KOB-TV Albuquerque, N. M., named production manager for KWWL-TV.

Howard W. Maschmeier, formerly general manager of WPTR Albany, N. Y., named assistant to general sales manager, WFIL Philadelphia.

Foster H. Brown Jr., director of sales promotion at KXOK St. Louis, to KMOX there in same capacity.

George (Marshall) Hutchinson appointed program director, WHTN Huntington, W. Va.

Val Thomas appointed publicity director for WGAY Silver Spring, Md.

John Dragomier appointed promotion director of WOOD-AM-TV Grand Rapids, Mich., replacing **Bob Garrison,** who has been called into service.

Charles Faulkner, WVVW Fairmont, W. Va., appointed program director and chief announcer at WRDB Reedsburg, Wis.

Douglas G. Cole, formerly chief engineer at WFTV (TV) Duluth, Minn., returns to station in same capacity. He served as chief engineer at WREX there prior to its merger with WDSM Superior, Wis.

Brig. Gen. Clarence P. Talbot, U.S.A.F., ret., appointed director of public relations for KCCC-TV Sacramento, Calif.

Morris C. Barton Jr., formerly with DuMont Labs, appointed chief engineer, KSLA Shreveport, La.

James A. Lilly, executive producer, KOY-TV Phoenix, to KBIF-TV Fresno, Calif., as production manager.

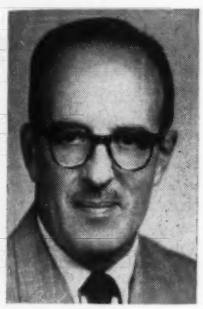
Don Hix, former member of exploitation department, Universal-International, to KTLA (TV) Hollywood, as assistant to publicity director **Howard Wormser.**

Robert Bowman, L. A. tv program packager, to KHJ-TV there as national account executive. He succeeds **Guy Reilly,** named local account executive for station.

Darwin H. Shopoff, Courtland D. Ferguson Adv. Agency, Washington, to WTTG (TV) that city, as account executive.

Jim Lyon, newswriter at KOA Denver, promoted to news editor. Carl Sisskind, KHAS Hastings, Neb., to KOA newsroom.

Bruce Palmer, State Dept. information officer and press attache at U. S. Embassy in Colombo, Ceylon, named news director for KWTV (TV) and KOMA Oklahoma City. Mr. Palmer formerly was news director at WKY that city.



Mr. Palmer

Jack E. Meyers, announcer at KLY Oakland, Calif., appointed chief announcer for KOLN Lincoln, Neb.

Ken Carey, account executive, KFAC Los Angeles, to KMPC Hollywood in similar capacity.

William E. Heenehan to WSPR and WWLP (TV) Springfield, Mass., as account executive.

Don Knowles, advertising display manager for *Bangor* (Me.) *Evening Commercial,* to WABI-AM-TV Bangor, as account executive.

Russell J. Jensen, former instructor and music director, Frederick H. Speare Radio School, Hollywood, and one-time program director, KPRO Riverside, to KSON San Diego as music director.

Charles (Chuck) Bernard, sales account executive for WINS New York, to WABD (TV) New York, in similar capacity.

Bob Colville, advertising manager, Byron Jackson Co., Vernon, Calif., and **Ted Johnson,** one-time member of Kelly-Nason Adv. promotion department, to KGFJ Hollywood sales staff.

John Scott, WHDH Boston, to WVDA that city, as disc jockey. **Eleanor Barrett,** WLSH Lansford, Pa., to sales staff of WVDA.

James L. Holton, press advisor to Gen. James A. Van Fleet, to WAZL Hazleton, Pa. **Dorothy Beard** to station's sales staff.

Russ Brown, singer and m.c. at WLWT (TV) Cincinnati, transfers to station's sales staff.

John E. McLendon, recently discharged from U. S. Marine Corps, to promotion and merchandising department of KROD-TV El Paso.

Betty Bolson, Harry B. Cohen Adv., N. Y., to KBIG Avalon, Calif., accounting department.

Anthony P. Perry, WRAL Raleigh, N. C., to

Advertisement

From where I sit
by Joe Marsh

The Missus Keeps Posted

Ever since our electricity was cut off last year on account of me forgetting to mail in the payment, the Missus has been sort of leery about giving me letters to mail.

At first she'd ask if I mailed them, then double-check my coat pocket at night. She stopped that, and I figured she was convinced I'd learned my lesson at last.

Then yesterday, I got a postcard at the office in a familiar handwriting. I turned it over and by golly it was from the Missus herself! It read: "Thanks, Joe, for mailing my letters." Well! Looks like she figured I *still* needed some checking-up and slipped that postcard in the last batch of letters for me to mail.

From where I sit, an occasional check-up is a good thing. Check-ups on how tolerant we are of other people's preferences and tastes, for example. I like a glass of beer with supper, you may prefer cider—but if I try to switch you to my choice, simply "address" me with a reminder of your rights.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

HELP WANTED
TV STATION
. . . wanted in Pittsburgh to help sell our many fine products to the 981,000 families in the area. See National Advertisers.
that's the job for
WKJF-TV
Channel 53
PITTSBURGH'S PIONEER
UHF television station!
National Representatives: WEED TELEVISION

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

WHLM Bloomsburg, Pa., as announcer.

Guy Aylward, announcer and disc jockey with WFOY St. Augustine, Fla., to announcing staff of WMAL-AM-TV Washington.

Jack Metzger appointed continuity director and **Wes Wycoff,** announcer, at WTHS-FM Miami.

Charles A. (Tony) Wakeman, 43, sportscaster on WOL and WTTG (TV) Washington, died Nov. 17.

Networks

Jack Donahue, account executive, CBS Radio Spot Sales, S. F., named manager succeeding **Bert S. West,** recently transferrd to Columbia Pacific Radio Network as general sales manager.

Bill Downs, CBS Radio correspondent in Washington, appointed radio network's Rome correspondent, effective Nov. 27.

George Jenkins, prominent stage, screen, and television scenic designer, named head of color television design department of CBS-TV.

Jack Fields, recently with John Irving Fields Assoc., N. Y., public relations firm, named exploitation writer for ABC Radio publicity department, and **Myles Eiten,** formerly assistant to chief of copy and continuity at WNEW New York, appointed to publicity staff of network's WABC New York.

John A. Thayer Jr., space salesman for Esquire Inc. and previously with Reuben H. Donnelly Corp. in similar capacity, appointed account executive in sales department of DuMont Television network.

William J. Yonan, member of NBC Central Division network advertising and promotion staff, promoted to radio network account executive. **Charles Linzer** appointed radio network sales service manager at division.

Jean-Marie Beaudet, musician and conductor, appointed director of program planning and production for Canadian Broadcasting Corp., with offices at Ottawa.

James Richards, manager, John Blair & Co., S. F., to Don Lee Broadcasting System, Hollywood, as Eastern sales representative, with offices in N. Y.

Christopher Serpell, BBC Rome correspondent, appointed BBC chief correspondent in Washington succeeding **Leonard Miall** who returns to London.

Film

Robert Max, formerly assistant sales promotion manager for Welch Grape Juice Inc., N. Y., to Kagran Corp., N. Y., radio-tv program production firm, as merchandising executive. **Dan Klugherz,** previously film production manager for CBS-TV, appointed to Kagran's tv film production department as associate producer for *Johnny Jupiter* tv film series.

John McCormick appointed midwestern sales manager for Screen Gems, tv subsidiary of Columbia Pictures Corp. Mr. McCormick served most recently as general manager of NBC's WNBK (TV) Cleveland.

Gene Adam, account executive, WDTV (TV) Pittsburgh, to United Television Programs Inc. as branch manager of newly opened office, that city, at 550 Grant St.

Frank Beckwith, Howard Hughes Productions and Warner Bros., named executive producer in charge of all commercial and tv film production, International Motion Picture Studios, N. Y.

Gil Braun assigned to write and direct 39 five-minute tv programs, *Capsule Mysteries,* distributed by Charles Michelson Inc., N. Y. **Glenn Langan,** 20th Century-Fox, will star in series.

Arthur Ripley, Hollywood writer-director, to Jack Denove Productions Inc. to write and direct second *Cavalcade of America* tv program to be produced by Denove.

Jim Davis signed by Studio City Television Productions Inc., North Hollywood, to star in initial series of 52 tv features titled *Outlaws of the Century.*

Manufacturers

Dr. P. S. Christaldi promoted from assistant manager to manager of Instrument Div. of Allen B. DuMont Labs. Dr. Christaldi replaces **Rudolf Feldt** who has resigned.

Lynn Eaton, formerly sales manager of Bendix Home Appliances, appointed vice president in charge of sales, National Co., Malden and Melrose, Mass. **C. G. Barker,** vice president in charge of sales for Magnecord Inc., named distribution manager of National Co.

David Bell appointed manager of quality control department of Raytheon Mfg. Co., Television & Radio Div., Chicago. He was formerly manager of quality control at Capehart-Farnsworth Co., Fort Wayne, Ind. **James M. Flora** appointed general manager at Chicago branch of Raytheon Distributor Inc.

Vernon A. Kamin, previously regional manager of West Central Division of RCA and formerly regional sales manager and later merchandising manager at Motorola Inc., to Zenith Radio Corp. as central sales manager.

John R. Thompson, manager of electronic sales, Cinncinnati district, Graybar Electric Co., appointed manager of commercial sales for Hycon Mfg. Co.

J. Harry DuBois, vice president of engineering, Mycalex Corp. of America, Clifton, N. J., elected director.

Mr. DuBois

Fred J. Nataly, copywriter for replacement sales promotion, Tube Dept., General Electric, Schenectady, N. Y., appointed supervisor of replacement sales promotion.

Myles Spector, U. S. Air Force, returns to Insuline Corp. of America, Long Island City, N. Y., in charge of company's new product development program.

Robert G. Horner, George Waas and **Harold Metter** appointed to Special Products Division of CBS-Columbia's Long Island City plant with assignments in color tv receiver design and production engineering.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO "Voice of Longview" — TEXAS

Don G. Mitchell, board chairman of Sylvania Electric Products Inc., named commerce and industry chairman for 1954 campaign, American Red Cross, N. Y. chapter.

Representatives

Winn Kirby, account executive, O. L. Taylor Co., N. Y., to Weed & Co., N. Y., in same capacity.

Nicolas Pitasi, formerly sales representative with Cleworth Pub. Co., N. Y., on *Power Equipment* and *Maintenance* magazines, appointed to sales staff of N. Y. office of George P. Hollingbery Co., radio and television station representative.

Arthur E. Muth, Weed & Co., N. Y., to Free & Peters, N. Y., as television account executive.

Sheila Joanne Friedman of Headley-Reed Co., N. Y., has become engaged to **Robert E. Harris,** BAB publicity director. January wedding is planned.

Program Services

Herbert J. Goldstein, advertising manager for Stuart F. Louchheim Co., distributor for Columbia records, replaces **Harry Ascola** as promotion and merchandising manager in Columbia Record Division. Mr. Ascola takes over as district representative.

Charles Burr, musician and writer, to advertising department of Columbia Records, N. Y., where he will prepare flyleaf copy and other promotional and advertising material for Masterworks Recordings.

Robert Goldeman of script and production departments of Nova Films, to Sandy Howard Productions, N. Y., radio-tv production company, as program and agency director.

Heinz Kubica, chief recording engineer for Television Adv. Assoc., to Nola Recording Studios, N. Y., as recording engineer.

Services

Al Joyce, director of publicity, Gross-Krasne Inc. and United Television Programs Inc., Hollywood, and **Mickey Gross,** former director of publicity, Republic Studios, have consolidated their activities to become **J & G Enterprises** with headquarters at Calif. Studios, that city.

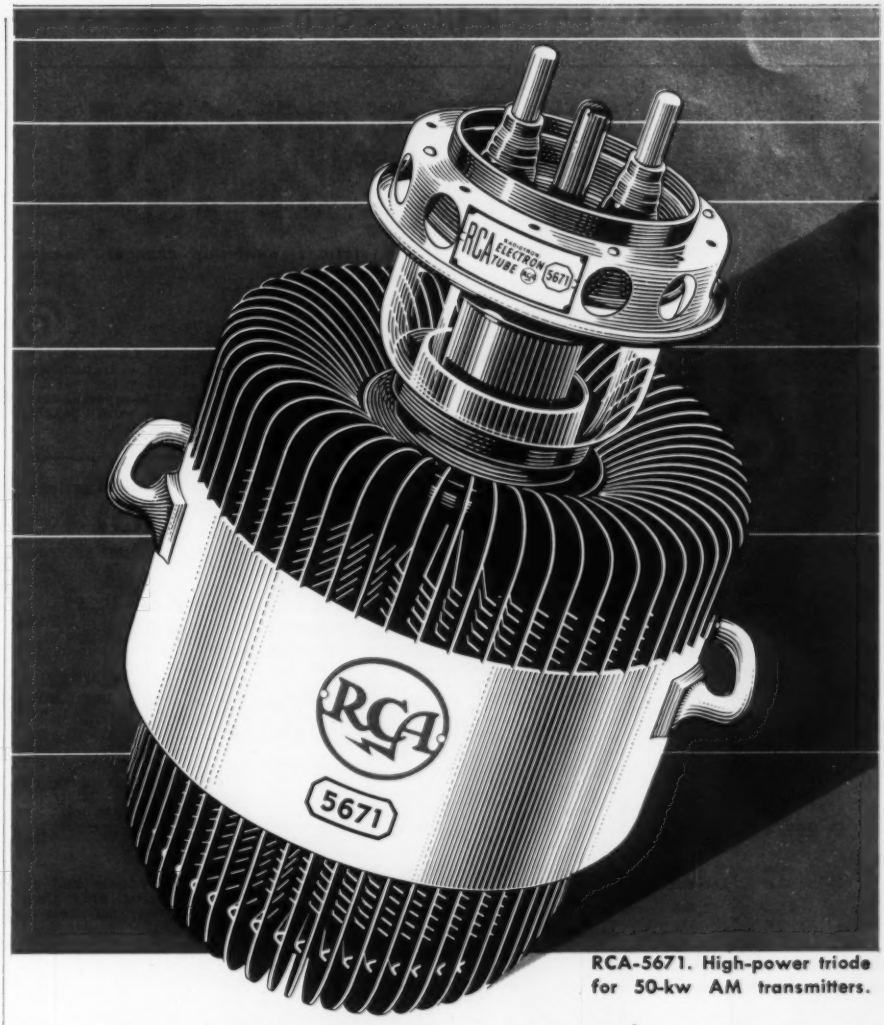
John LaCerda, president of John LaCerda Adv. Agency, Phila., elected regional vice president of Public Relations Management Corp.

Dr. James L. Thomas, former chief of Resistance Measurement Section of National Bureau of Standards, Washington, appointed chief of newly-organized Resistance & Reactance Section of Bureau's Electricity Div.

Trade Associations

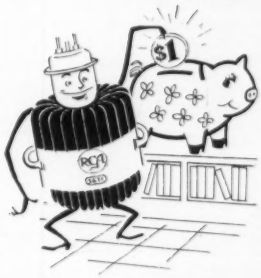
Pat O'Brien, radio-tv-motion picture actor, appointed chairman of National Safety Council's Motion Picture-Television-Radio Committee. Named vice-chairmen are **Gale Storm,** co-star of CBS-AM-TV *My Little Margie*, and **Don McNeil,** host-m.c. of ABC Radio *Breakfast Club*.

Howard H. Bell, NARTB assistant to tv vice president, father of boy, Jeffrey Chandler, Nov. 12.



RCA-5671. High-power triode for 50-kw AM transmitters.

The tube that ...puts money in the bank



When it comes to saving money on tube power cost, the RCA-5671 is a real penny pincher. In fact, if you are still using old-style tubes in the modulator and power amplifier circuits of your 50-kw AM transmitter it will pay you to convert to the RCA-5671.

Stations* that have made the conversion are consistently saving over $100 per month on filament power alone . . . enough to more than pay for the cost of conversion in one year. And these savings continue to mount up because of the long life of the 5671. Reports from stations that have changed to these tubes four to six years ago, show tube life figures of from 35000 to 45000 hours of service . . . another big saving in actual tube cost per hour of operation.

For economy, performance, and dependability the RCA-5671 is unmatched in the broadcast tube field. Check into the possibility of converting your 50-kw AM transmitter now, and take advantage of the extra bonus these tubes offer.

*Station names on request.

For quick delivery on RCA Broadcast tubes, call your local RCA Tube Distributor.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

Station Authorizations, Applications
(As Compiled by B • T)

Nov. 12 through Nov. 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,479	536	101
CPs on air	18	30	†214
CPs not on air	106	20	230
Total on air	2,479	566	†315
Total authorized	2,603	586	545
Applications in hearing	137	3	150
New station requests	187	5	285
Facilities change request	148	34	16
Total applications pending	781	113	415
Licenses deleted in Sept.	2	6	0
CPs deleted in Sept.	3	2	2

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Nov. 18

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,505	2,485	124	182	137
Fm	566	539	17	6	3

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	184	278	462[1]
Educational	10	16	26

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	212	104	316
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	855	337	674	518	1,193[2]
Educational	50		24	26	50[3]
Total	905	337	698	544	1,243[4]

[1] Twenty-three CPs (5 vhf, 18 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 26 already granted.
[4] Includes 488 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC
New Tv Stations . . .

GRANTS

Miami, Fla.—Lindsey Hopkins Vocation School of Dade County Board of Public Instruction granted noncommercial educational vhf ch. 2 (54-60 mc) ERP 13.8 kw visual, 6.92 kw aural; antenna height above average terrain 280 ft., above ground 309 ft. Estimated construction cost $78,500 (transmitter to be leased for $1 annually from WTVJ there), first year operating cost $25,000. Post office address Vernon Bronson, 1410 N.E. 2d Ave., Miami 32, Fla. Studio location: 1410 N.E. 2d Ave. Transmitter location: 244 Biscayne Ave. Geographic coordinates 25° 46′ 35.5″ N. Lat., 80° 11′ 20.5″ W. Long. Transmitter GE, antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair, Washington. Granted Nov. 12.

Lake Charles, La.—Calcasieu Bcstg. Co. (KPLC) granted vhf ch. 7 (174-180 mc); ERP 51.3 kw visual, 27.5 kw aural; antenna height above average terrain 440 ft., above ground 577 ft. Estimated construction cost $250,820, first year operating cost $175,000, revenue $175,000. Post office address P. O. Box 1521, Lake Charles. Studio location 333 Pubjo St. Transmitter location Maplewood Rd. at Columbia Southern Rd. 4.3 mi. W. of Lake Charles. Geographic coordinates 30° 13′ 43″ N. Lat., 93° 17′ 16″ W. Long. Transmitter and antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include the following partners: **T. B. Lanford** (33⅓%), 50% owner of Red River Valley Bcstg. Corp., licensee of KRRV Sherman, Tex., 50% owner of Standard Life Bcstg. Corp., licensee of WSLI Jackson, Miss., 47.2% owner of Alexandria Bcstg. Corp., license of KALB Alexandria, La., and 48% owner of Radio Station KRMD, licensee of KRMD Shreveport, La.; **L. M. Sepaugh** (33⅓%), 24% owner of the Standard Life Bcstg. Corp.; **R. M. Dean** (16⅔%), 48% owner of Radio Station KRMD; and Viola Lipe Dean Trust (16⅔%) by R. M. Dean. C. R. Grein and Sara M. Anderson, principal stockholders of Sowela Tv Inc., which dismissed its competitive application, each have option to purchase 25% interest or either may purchase 50% interest with the others consent. Granted Nov. 12.

Cumberland, Md. — Maryland Radio Corp. (WTBO), granted uhf ch. 17 (488-494 mc); ERP 19.1 kw visual, 9.55 kw aural; antenna height above average terrain 1,010 ft., above ground 200 ft. Estimated construction cost $240,508, first year operating cost $150,000, revenue $175,000. Post office address 31 Frederick St., Cumberland. Studio and transmitter location Dan's Rock Mtn., 8.5 mi. SW of Cumberland. Geographic coordinates 39° 34′ 52″ N. Lat., 78° 53′ 50″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Vilah G. Brooks, Parkersburg, W. Va. Principals include President and Treasurer **Charles E. Smith** (10%), Vice President **George H. Clinton** (10%), general manager and vice president of WPAR Parkersburg, W. Va.; **Howard L. Chernoff** (16%), general manager of KFMB-AM-TV San Diego; **Frank A. Baer** (10%), president of commercial Insurance Service Inc., Charleston, and **Ben K. Baer** (12%), junior partner with Charleston law firm of Campbell, McClintic, James & Wise. Granted Nov. 12.

Pittsfield, Mass. — Western Mass. Bcstg. Co. (WBEC), granted uhf ch. 64 (770-776 mc); ERP 17.4 kw visual, 9.4 kw aural; antenna height above average terrain 930 ft., above ground 516 ft. Estimated construction cost $192,000; first year operating cost $175,000; revenue $175,000. Post office address 30 Eagle St., Pittsfield. Studio location 30 Eagle St. Transmitter location Peru Rd. Geographic coordinates 42° 29′ 59″ N. Lat., 73° 03′ 40″ W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President and Treasurer **Lawrence K. Miller,** Vice President **Donald B. Miller** and Clerk **Mabel A. White. Eagle Pub. Co.,** newspaper publisher, owns 100% of applicant. Granted Nov. 12.

Marinette, Wis.—M&M Bcstg. Co. (WMAM), granted vhf ch. 11 (198-204 mc); ERP 102 kw visual, 61.7 kw aural; antenna height above average terrain 450 ft., above ground 574 ft. Estimated construction cost $308,978, first year operating cost $150,000, revenue $170,000. Post office address Radio Park, Marinette, Wis. Transmitter location: Near Oconto, Wis. Geographic coordinates 44° 57′ 20″ N. Lat., 87° 50′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **William E. Walker** (50%), president of Beaver Dam Bcstg. Co. (WBEV Beaver Dam, Wis.), KXGI Inc. (KXGI Fort Madison, Iowa); Secretary-Treasurer **Joseph D. Mackin** (23.33%), Vice President **Frank Lauerman Jr.** (3.33%). Grant was made possible by dismissal of competitive application of WMAW Menominee, Mich. WMAW obtains 20-month option to purchase 20% of WMAM stock for $550 per share. If option is not exercised WMAW will receive an additional $8,000 to the $2,000 paid for expenses incurred. Granted Nov. 18.

APPLICATIONS

Orlando, Fla.—Mid-Florida Tv Corp., vhf ch. 9 (186-192 mc); ERP 103 kw visual, 61.7 kw aural; antenna height above average terrain 553 ft., above ground 574 ft. Estimated construction cost $341,229, first year operating cost $900,000, revenue $375,000. Post office address 809 Metcalf Building, Orlando. Studio and transmitter location 0.9 mi. E of Orlovista, Fla. Geographic coordinates 28° 32′ 28″ N. Lat., 81° 26′ 24″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **Joseph L. Brechner** (13%), secretary-treasurer-stockholder WGAY Silver Spring, Md.; Vice President **Donn R. Colee** (2½%), general manager WLOF Orlando, Fla.; Secretary **Hyman N. Roth** (10%), laundry & dry cleaning; Treasurer **John W. Kluge** (12½%), president-stockholder WGAY Silver Spring, and KXLW Clayton, Mo., and Assistant Secretary-Treasurer **Vasil Polyzois** (10%), Washington accountant; **Harris H. Thomson** (7½%), vice president-stockholder WHIM Providence, R. I., and **Earnest Tannel** (2%), WGAY commercial and operations manager. Filed Nov. 16.

West Palm Beach, Fla.—WEAT-TV Inc., vhf ch. 12 (204-210 mc); ERP 53.6 kw visual, 28.9 kw aural; antenna height above average terrain 303 ft., above ground 335 ft. Estimated construction cost $305,237, first year operating cost $205,000, revenue $204,750. Post office address P. O. Box 619, West Palm Beach. Studio and transmitter location 0.9 mi. W & S of West Palm Beach city limits, near intersection Congress & Lark Rds. Geographic coordinates 26° 38′ 26.5″ N. Lat., 80° 05′ 13.5″ W. Long. Transmitter and antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **James Robert Meachem** (35%), owner WEAT Lake Worth, Fla.; Vice President **James W. McGaughey** (28%), real estate investment and retail furniture; Vice President **E. H. Cochrane** (3.5%), auto dealer, and Secretary-Treasurer **Kenneth J. Horton** (1.4%), attorney and real estate. Filed Nov. 17.

Bangor, Me.—Maine Bcstg. Co., vhf ch. 2 (54-60 mc); ERP 6.07 kw visual, 3.83 kw aural; antenna height above average terrain 460 ft., above ground

FIRST AGAIN

—AND NOW BY A RECORD MARGIN!

Advertising Agency Magazine's subscribers in agencies now total:

20% more than Advertising Age
62% more than Printers' Ink
297% more than Tide

Never before has any advertising publication won such commanding leadership in the agency field—center of influence for 98% of all national advertising expenditures.

The reason? *Only* Advertising Agency Magazine is *specifically* edited for agency executives whose time-buying decisions affect you!

Advertising Agency Magazine 48 West 38th St. New York 18, N. Y.

400 ft. Estimated construction cost $194,404.54, first year operating cost $150,000, revenue $140,960. Post office address 100 Main St. Studio and transmitter location Broadway, Bahgor. Geographic coordinates 44° 49′ 44″ N. Lat., 68° 47′ 08″ W. Long. Transmitter and antenna RCA. Legal counsel, Segal, Smith & Hennessey, Washington. Consulting engineer Daniel H. Smith, Cape Cottage, Me. Principals include President **Adeline B. Rines** (98%), 98% stockholder WLBZ Bangor, Me., and WRDO Augusta, and majority stockholder WCSH Portland; Treasurer **Bessie M. Blake** (1%) and Vice President **Kenneth M. Peterson** (1%). Filed Nov. 17.

Toledo, Ohio—Great Lakes Bcstg. Co., vhf ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 840.5 ft., above ground 879 ft. Estimated construction cost $747,411, first year operating cost $800,000, revenue $1,000,000. Post office address 620 Security Building, Toledo. Studio location Westwood Ave. & South Street. Transmitter location 0.65 mi. NE of Curtice, Ohio, on Brown Rd. 0.55 mi. E of junction with North Curtice Rd. Geographic coordinates 41° 37′ 20″ N. Lat., 83° 21′ 34.5″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Principals include President **Arthur W. Reichert** (15.9%), advertising; Vice President-Treasurer **Wellington F. Roemer** (15.9%), insurance; Vice President **John N. Richards** (15.9%); Vice President-Secretary **Wayne E. Shawaker** (15.9%), used car dealer, and Vice President **Harold Anderson** (15.9%), grain elevator operator. Filed Nov. 16.

San Antonio, Tex.—KCOR Inc. (KCOR) uhf ch. 41 (632-638 mc); ERP 16.71 kw visual, 9.17 kw aural; antenna height above average terrain 471 ft., above ground 540 ft. Estimated construction cost $199,387, first year operating cost $102,000, revenue $195,000. Post office address 310 S. Flores St., San Antonio. Studio and transmitter location 310 S. Flores St., San Antonio. Geographic coordinates 29° 25′ 18″ N. Lat., 98° 29′ 40″ W. Long. Transmitter and antenna RCA. Legal counsel Prince & Taylor, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President-Treasurer **R. A. Cortez** (63.31%), Vice President **William P. Smythe** (10.53%), Vice President **R. A. Cortez Jr.** (8.02%), and Vice President **Kenneth R. Hyman** (7.61%). Filed Nov. 13.

Montgomery, W. Va.—West Va. Tv Corp., vhf ch. 2 (54-60 mc); ERP 13.7 kw visual, 8.21 kw aural; antenna height above average terrain 670 ft., above ground 349 ft. Estimated construction cost $224,200, first year operating cost $216,000, revenue $216,000. Post office address % Arnold M. Vickers, Box 29, Montgomery, W. Va. Studio and transmitter location 3 miles N of Montgomery. Geographic coordinates 38° 13′ 36″ N. Lat., 81° 20′ 16″ W. Long. Transmitter and antenna RCA. Consulting engineer William L. Foss, Washington. Principals include **WTIP Charleston, W. Va.** (50%); **WMON Montgomery, W. Va.** (50%); President **Arnold M. Vickers**, president and 33⅓% stockholder WMON; Vice President **Gus Zaharis**, president and 25% stockholder WTIP, and Treasurer **Raymond I. Kandel**, treasurer and 33⅓% stockholder WMON. Filed Nov. 12.

APPLICATIONS AMENDED

North Little Rock, Ark.—Arkansas Telecasters Inc. amends bid for new tv station on vhf ch. 11 to specify studio location as 615-617 Main St., North Little Rock. Filed Nov. 3.

Stockton, Calif.—KXOB Inc. (KXOB) amends application for new tv station on vhf ch. 13 to specify President Joseph E. Gamble as sole owner; change ERP to 231 kw visual, 116 kw aural; transmitter location to 10 miles N of Livermore, Calif.; studio location to 2263 E. Main St., Stockton; antenna height above average terrain 1,665 ft. Filed Nov. 9.

Stockton, Calif.—Radio Diablo Inc. amends bid for new tv station on vhf ch. 13 to specify President Leslie Hoffman (50.54%); stockholders Messrs. McCullock, Brown and Eitel (6.89%) each; ERP 114 kw visual, 72.2 kw aural; studio location 519 E. Market St., Stockton; antenna height above average terrain 3,172 ft. Filed Oct. 27.

Jacksonville, Fla. — Florida-Georgia Tv Co. amends bid for new tv station for vhf ch. 12 to change ERP to 316 kw visual, 200 kw aural; studio and transmitter location to at foot of East Bay and Georgia Sts., Jacksonville; antenna height above average terrain to 948 ft. Filed Nov. 13.

Lexington, Ky.—Bluegrass Bcstg. Co. amends bid for new tv station on uhf ch. 33 to specify uhf ch. 18 (494-500 mc); ERP 217 kw visual, 117 kw aural; antenna height above average terrain 397 ft. Filed Nov. 10.

St. Louis, Mo.—220 Television Inc. amends bid for new tv station on vhf ch. 4 to specify James A. Dunaway as treasurer and Lillian K. Shanker as secretary. Filed Nov. 4.

Wilmington, N. C. — Wilmington Tv Corp. amends application for uhf ch. 29 to specify vhf ch. 3 (60-66 mc); ERP 6.1 kw visual and 3.05 kw aural; antenna height above average terrain 220 ft. Filed Nov. 9.

Cleveland, Ohio—United Bcstg. Co. (WHKO) amends bid for new tv station on uhf ch. 19 to change antenna height above average terrain to 645.34 ft. Filed Nov. 13.

Ft. Worth, Tex.—W. W. Lechner tr/as Lechner Tv Co. amends bid for new tv station on vhf ch. 10 to specify vhf ch. 11 (198-204 mc); ERP 286 kw visual, 143 kw aural; antenna height above average terrain 272.8 ft. Filed Nov. 10.

PERFORMANCE?

Altec's 660 microphone out-performs them all!

COMPACT

Small size and light weight make the 660 perfect for hand use even though primarily designed for use on a stand. Over-all dimensions: 4″ long and 1-11/16″ diameter.

RUGGED

Temperature or humidity and normal shock have no effect on the 660's performance. It can be used indoors or outdoors with the same fine efficiency.

Always dependable, the 660 is modeled after the famous Western Electric "Salt Shaker" with the same efficient pressure unit in a smaller case. It is ideal for broadcasting and recording. Its power output level—57 dbm into a 30 ohm load; frequency response 30 to 12,000 cps.

DEPENDABLE

ECONOMICAL

Model 660A
11 oz. 30 ohm impedence—**$45.00 net**
Model 660B 13 oz. 30, 150/250 or 20,000 ohm impedence—**$52.00 net**

ALTEC LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif. • 161 Sixth Ave., New York 13, N.Y.

Seattle, Wash.—Puget Sound Bcstg. Co. (KVI) amends bid for new tv station on vhf ch. 7 to specify studio location as 2007 6th Ave., Seattle. Filed Nov. 13.

Madison, Wis.—Radio Wisconsin Inc. (WISC) amends bid for new tv station on vhf ch. 3 to specify studio location as West Beltline Hwy. at Hamersley Rd., Madison. Filed Nov. 13.

APPLICATIONS DISMISSED

Indianapolis, Ind.—Tv Indianapolis Inc. FCC dismissed bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Nov. 16.

Lexington, Ky.—J. E. West & C. H. Bingham d/b as West-Bingham Tv Co. FCC dismissed bid for new tv station on uhf ch. 27 at request of attorney. Dismissed Nov. 9.

Lexington, Ky.—Central Kentucky Bcstg. Co. FCC dismissed bid for new tv station on uhf ch. 64 at request of attorney. Dismissed Nov. 10.

Bogalusa, La.—Miss-Lou Inc. FCC dismissed bid for new tv station on uhf ch. 69 at request of attorney. Dismissed Nov. 16.

Lake Charles, La.—Sowela Tv Inc. FCC dismissed bid for new tv station on vhf ch. 7 at request of applicant. Dismissed Nov. 10.

Pittsfield, Mass.—Greylock Bcstg. Co. FCC dismissed bid for new tv station on uhf ch. 64 at request of attorney. Dismissed Nov. 9.

Menominee, Mich.—Green Bay Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 11 at request of attorney. Dismissed Nov. 17.

McComb, Miss.—Louis Alford, et al d/b as Southwestern Bcstg. Co. of Miss. FCC dismissed bid for new tv station on uhf ch. 31 at request of applicant. Dismissed Nov. 10.

Houston, Tex.—W. W. Lechner d/b as Lechner Tv Co. FCC dismissed bid for new tv station on vhf ch. 13 for lack of prosecution. Dismissed Nov. 10.

San Antonio, Tex.—Jacob A. Newborn Jr. FCC dismissed bid for new tv station on uhf ch. 41 at request of applicant. Dismissed Nov. 12.

Existing Tv Stations . . .

ACTIONS BY FCC

KCOK-TV Tulare, Calif.—Sheldon Anderson granted STA to operate commercially on uhf ch. 27 for the period ending April 1. Granted Nov. 12; announced Nov. 17.

WRDW-TV Augusta, Ga.—Radio Augusta Inc. granted modification of CP for vhf ch. 12 to change studio location to transmitter location at Georgia Ave. and Observatory Ave., Augusta, S. C. Granted Nov. 12; announced Nov. 17.

JACKSON'S
(MISSISSIPPI)
1st VHF
TELEVISION STATION
WSLI-TV

. . . serves a market that's really growing. In Jackson alone the population is up over 60% since 1940 and the per capita income is up 246% (greatest in the nation)!

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

WRBL-TV Columbus, Ga.—Columbus Bcstg. Co. granted STA to operate commercially on vhf ch. 4 for the period ending May 15. Granted Nov. 12; announced Nov. 17.

WKJG-TV Ft. Wayne, Ind.—Northeastern Indiana Bcstg. Co. granted STA to operate commercially on uhf ch. 33 for the period ending Jan. 21. Granted Nov. 6; announced Nov. 17.

WIBW-TV Topeka, Kan.—Topeka Bcstg. Association Inc. granted modification of CP for vhf ch. 13 to change ERP to 87.1 kw visual and 52.5 kw aural; transmitter location to 1.5 miles W. of Topeka city limits; antenna height above average terrain 1010 ft. Granted Nov. 9; announced Nov. 17.

WSEE-TV Swansea, Mass.—New England Tv Co. FCC deleted existing tv station on uhf ch. 46 at request of attorney. Deleted Nov. 6.

WIAM-TV Lewiston, Me. — Lewiston - Auburn Bcstg. Corp. granted STA to operate commercially on uhf ch. 17 for the period ending March 8. Granted Nov. 12; announced Nov. 17.

KETC (TV) St. Louis, Mo.—St. Louis Educational Tv Commission granted modification for noncommercial educational vhf ch. 9 to change ERP to 29.5 kw visual, 14.8 aural; antenna height above average terrain 560 ft. Granted Nov. 10; announced Nov. 17.

WMUR-TV Manchester, N. H.—The Radio Voice of N. H. Inc. granted modification of CP for vhf ch. 9 to change ERP to 112 kw visual, 67.6 kw aural; antenna height above average terrain 1030 ft. Granted Nov. 10; announced Nov. 17.

WBTV (TV) Charlotte, N. C.—Jefferson Standard Bcstg. Co. granted modification of CP for vhf ch. 3 to change aural ERP to 60 kw; antenna height above average terrain to 1090 ft. Granted Nov. 9; announced Nov. 17.

KCJB-TV Minot, N. D.—North Dakota Bcstg. Co. granted modification of CP for vhf ch. 13 to change studio location to 15-A West Central Ave., Minot; antenna height above average terrain 420 ft. Granted Nov. 13; announced Nov. 17.

KOTV (TV) Tulsa, Okla.—Wrather-Alvarez Inc. granted CP for vhf ch. 6 to change ERP to 100 kw visual and 60.3 kw aural; transmitter location to 6.4 miles West Northwest of center of Tulsa and 1.9 miles North of Osage-Tulsa. Granted Nov. 13; announced Nov. 17.

WNOW-TV York, Pa.—The Helm Coal Co. granted STA to operate commercially on uhf ch. 49 for the period ending Jan. 5. Granted Nov. 10; announced Nov. 17.

KEYL (TV) San Antonio, Tex.—San Antonio Tv Co. granted modification of CP and license to change corporate name to San Antonio Bcstg. Co. Granted Nov. 9; announced Nov. 17.

PERMIT DELETED

KDIO (TV) Davenport, Iowa.—Mel Foster and Harold Hoersch. FCC deleted CP and call letters for tv station on uhf ch. 36 at request of attorney. Deleted Nov. 18.

APPLICATIONS

KCAF (TV) Fresno, Calif.—John H. Poole tr/as John Poole Bcstg. Co. seeks modification of CP for uhf ch. 53 to change ERP to 460 kw visual, 250 kw aural; transmitter location to On Bear Mt., 1.7 mi. NW of Squaw Valley, 28.5 miles E of Fresno; studio location to 1117 N St., Fresno; change antenna to directional antenna; antenna height above average terrain 2230.9 ft. Filed Nov. 13.

WTVH-TV Peoria, Ill.—Hilltop Bcstg. Co. seeks modification of CP for uhf ch. 19 change ERP to 90.8 kw visual, 53 kw aural; transmitter and studio location to intersection of Stewart and Leonard Sts., Creve Coeur; antenna height above average terrain 275.8 ft. Filed Nov. 13.

WKLO-TV Louisville, Ky.—Mid-America Bcstg. Corp. seeks modification of CP for uhf ch. 21 to change ERP to 249 kw visual, 127.6 kw aural; antenna height above average terrain 719 ft. Filed Nov. 13.

WCNO-TV New Orleans, La.—Community Tv Corp. seeks modification of CP for uhf ch. 32 to change ERP to 18.9 kw visual, 10.4 kw aural; antenna height above average terrain 473 ft. Filed Nov. 13.

KETC (TV) University City, Mo.—St. Louis Tv Commission seeks modification of CP for vhf ch. 9 to change ERP to 29.1 kw visual, 14.6 aural; antenna height above average terrain 559 ft. Filed Nov. 9.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. seeks modification of CP for uhf ch. 35 to change ERP to 142 kw visual, 74.1 kw aural; change to directional antenna system; antenna height above average terrain 994 ft. Filed Nov. 13.

WCAU-TV Philadelphia, Pa.—WCAU Inc. seeks modification of CP for vhf ch. 10 to change transmitter location to Domino Lane & Fowler St.; antenna height above average terrain 1000 ft. Filed Nov. 16.

WBAP-TV Ft. Worth, Tex.—Carter Publications Inc. seeks CP for vhf ch. 5 to change ERP to 100 kw visual, 60 kw aural; antenna height above average terrain 1072 ft. Filed Nov. 9.

New Am Stations . . .

ACTIONS BY FCC

Ottumwa, Iowa—Lee E. Baker, granted 1480 kc, 500 w daytime; antenna 190 ft. Estimated construction cost $12,750, first year operating cost $53,000, revenue $65,000. Sole owner of applicant is **Lee E. Baker,** vice president and stockholder of KDKD Clinton, Mo. Post office address 1330 S. Fremont Ave., Springfield, Mo. Granted Nov. 12.

Alexandria, La.—Winston O. Ward d/b as Rapides Bcstg. Co. (KIMP Mt. Pleasant, Tex. and KBEL Idabel, Okla.), granted 1270 kc, 500 w daytime. Estimated construction cost $7,900 (transmitter, antenna etc. on hand), first year operating cost $30,000, first year revenue $35,000. P. O. address Box 990, Mt. Pleasant, Tex. Granted Nov. 12.

Morningside, Md.—Harry Hayman, granted 1580 kc, 250 w daytime. Estimated construction cost $9,420; first year operating cost $28,140; first year revenue $31,200. P. O. address: 4 Duvall St. Washington. Mr. Hayman is an electronic engineer. Granted Nov. 12.

Dickson, Tenn.—Joe M. Macke, granted 1260 kc, 1 kw daytime. Estimated construction cost $40,000, first year operating cost $60,000, first year revenues $80,000. P. O. address 322 E. 2nd St. Covington, Ky. Mr. Macke is a farmer and distributor of surgical supplies. Granted Nov. 12.

Lubbock, Tex.—Texas Telecasting Inc. (KDUB-TV Lubbock), granted 1340 kc, 250 w, unlimited hours of operation; antenna 150 ft. Principals include President **W. D. Rogers Jr.** (22.19%), Vice President **Vernice Ford** (23%); Secretary-Treasurer **W. W. Conley** (11%), and others. Granted Nov. 12.

Springfield, Vt.—Conn. Valley Bcstg. Co. granted 1480 kc, 1 kw daytime. Estimated construction cost $14,930, first year operating cost $40,000, revenue $50,000. Principals include WTWN St. Johnsbury, Vt. (46%); President-Treasurer **Dean Finney** (6.7%), president-treasurer and 46.1% stockholder WTWN and president-treasurer and 4.56% stockholder WIKE Newport, Vt.; Vice President **R. M. Adams** (0.5%), vice president and 4.4% stockholder WTWN and vice president-1.9% stockholder WIKE and **J. Gordon Keyworth** (18.8%), president-treasurer-⅓ owner WMNB North Adams, Mass. and majority stockholder WBTN Bennington, Vt. Post office address Box 662, St. Johnsbury. Granted Nov. 12.

Mt. Jackson, Va.—Richard F. Lewis Jr. (WINC Winchester, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa., and 60% holding in WFVA Fredericksburg, Va.), granted 790 kc, 1 kw daytime. Estimated construction cost $21,650, first year operating cost $50,000, first year revenues $65,000. P. O. address Drawer 65, Winchester, Va. Granted Nov. 12.

APPLICATIONS

Salina, Kan.—Phillip D. Jackson d/b as Salina Bcstg. Co., 1310 kc, 1 kw daytime. Estimated construction cost $15,648, first year operating cost $24,000, revenue $36,000. Mr. Jackson is ½ owner KTMC McAlester, Okla. and ½ owner KPUY Puyallup, Wash. Post office address 1109 S. 9 St., Chickasha, Okla. Filed Nov. 9.

Tyrone, Pa.—Cary H. Simpson tr/as Tyrone Bcstg. Co., 1400 kc, 100 w unlimited. Estimated construction cost $9,280, first year operating cost $32,000, revenue $40,000. Mr. Simpson is ½ owner WKBI St. Marys, Pa., 48% stockholder WFRM Coudersport, Pa. and 31% stockholder WPXY Punxsutawney, Pa. Post office address Box 466, St. Marys, Pa. Filed Oct. 20.

Virginia Beach, Va.—Virginia Beach Bcstg. Co., 920 kc, 500 w daytime. Estimated construction cost $15,000, first year operating cost $24,000, revenue $30,000. Principals in general partnership include **J. S. Banks** (15%), hotel operator; **J. P. Guzzy** (15%), hotel owner; **J. L. Hoarty Jr.** (20%); **W. W. McClanan Jr.** (15%) cleaners and laundry owner; **J. P. Sadler** (15%), distributor and **Mort Weiner** (20%) NBC employe. Post office address c/o J. L. Hoarty Jr., 7310 Atlantic Ave., Virginia Beach, Va. Filed Nov. 9.

Existing Am Stations . . .

ACTIONS BY FCC

WEAS Decatur, Ga.—WEAS Inc. granted CP to increase power on 1010 kc from 10 kw daytime to 50 kw daytime. Granted Nov. 18.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 MADISON AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS

HALIFAX NOVA SCOTIA

KBTO El Dorado, Kan.—O. A. Tedrick granted modification of CP to change studio location to 205½ S. Main St.; change transmitter location to on U. S. Hwy. 54, approximately 1.5 mi. E. of city limits. Granted Nov. 13; announced Nov. 17.

KCOV Corvallis, Ore.—Granted modification of CP to change from 1050 kc, 1 kw daytime to 1240 kc, 250 w unlimited, and subject to condition that program tests on 1240 kc will not be authorized until station KWIL has commenced program tests on another frequency and the station will not be licensed on 1240 kc until KWIL is licensed on another frequency. Granted Nov. 12.

WOAY Oak Hill, W. Va.—Robert R. Thomas Jr. granted application to increase power on 860 kc from 5 kw daytime to 10 kw daytime. Granted Nov. 18.

APPLICATIONS

KFQD Anchorage, Alaska—William J. Wagner tr/as Alaska Bcstg. Co. seeks CP to change from 600 kc, 5 kw unlimited to 730 kc, 10 kw unlimited. Filed Nov. 16.

KFRB Fairbanks, Alaska—William J. Wagner tr/as Alaska Bcstg. Co. seeks CP to change from 790 kc, 5 kw unlimited to 900 kc, 10 kw unlimited. Filed Nov. 16.

KNBY Newport, Ark.—Newport Bcstg. Co. seeks CP to change from 1220 kc to 730 kc. Filed Nov. 9.

KLX Oakland, Calif.—Tribune Building Co. seeks CP to change from directional day and night to directional night only. Filed Nov. 13.

WMOK Metropolis, Ill.—Ft. Massac Bcstg. Co. seeks CP to increase power from 500 w to 1 kw and change studio location to transmitter location at E. of town, 1200 ft. E. of U. S. Route 45 on Massac County Fair Grounds. Filed Nov. 9.

WBSM New Bedford, Mass.—Bay State Bcstg. Co. seeks CP to increase power from 100 w to 250 w. Filed Nov. 13.

APPLICATION AMENDED

WAVZ New Haven, Conn.—WAVZ Bcstg. Corp. amends application for CP to change from 1260 kc to 1300 kc to change from daytime only to unlimited, directional night only. Filed Nov. 16.

New Fm Stations . . .

APPLICATION

Hartford City, Ind.—School City of Hartford City seeks new fm station on ch. 220 (91.9 mc) with power output of 10 w. Filed Nov. 16.

Existing Fm Stations . . .

ACTIONS BY FCC

KRON-FM San Francisco, Calif.—Chronicle Pub. Co. granted modification of CP to change ERP from 44 kw to 13 kw; antenna height above average terrain from 1200 ft. to 1230 ft. Granted Nov. 12.

KFAM-FM St. Cloud, Minn.—Times Pub. Co. granted modification of CP to change ERP from 50 kw to 15 kw. Granted Nov. 12.

WLYC-FM Williamsport, Pa.—Lycoming Bcstg. Co. granted CP to change from 3.2 kw to 840 w; antenna height above average terrain from 1260 ft. to 1150 ft. Granted Nov. 12.

APPLICATIONS

KNEV (FM) Reno, Nev.—Everett B. Cobb seeks modification of CP to change studio and transmitter location to 538 S. Virginia St.; ERP to 2.56 kw; antenna height above average terrain to minus 687 ft. Filed Nov. 13.

WVAM-FM Altoona, Pa.—The General Bcstg. Corp. seeks modification of CP to ERP to 405 w; studio and transmitter location to 2727 Albert Drive; antenna height above average terrain to minus 344 ft. Filed Nov. 13.

WCAC (FM) Anderson, S. C.—Wilton E. Hall seeks modification of CP to change ERP to 6.35 kw. Filed Nov. 16.

WHBT-FM Harriman, Tenn.—Harriman Bcstg. Co. seeks modification of CP to change antenna height above average terrain to minus 110.5 ft. Filed Nov. 16.

Ownership Changes . . .

ACTIONS BY FCC

WHTB Talladega, Ala.—Voice of Talladega Inc. granted voluntary transfer of control from R. A. Davidson to Talladega News Pub. Co. through sale of 80% interest for $35,000. Principals include President-Treasurer **Cecil Hornady** (65%), Vice President **Elizabeth N. Hornady** (10%) and **Alec O. Thomson** (25%). Granted Nov. 12.

KFSD-AM-FM-TV San Diego, Calif. — Airfan Radio Corp. Ltd. granted transfer of control from Thomas E. Sharp to Roger Revelle, Henry Wood Shelton and Harrison G. Sloane, voting trustees for group of stockholders of T.B.C. Tv Co. The T.B.C. Tv Co. had dismissed application for vhf ch. 10 and had received an option to purchase the one-third interest for about $351,984 [B•T, March 16]. Granted Nov. 12.

WOL-AM-FM Washington, D. C. — Peoples Bcstg. Corp. (WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.) granted voluntary assignment of license to Washington Bcstg. Co. for $75,000, with lease of land and option to purchase for $50,000. Principals include President **Henry Rau** (80%), former electrical appliances distributor and **Charles E. Dillon** (20%), Chief Radio-Tv Branch, Office of Public Information, Office of Secretary of Defense. Granted Nov. 12.

WLOF Orlando, Fla.—Hazlewood Inc. granted voluntary transfer of control through sale of all stock by Joe Sears and Walter C. Shea to John W. Kluge and 5 others for $149,257. Principals include President **Joseph L. Brechner** (26%), secretary - treasurer and stockholder WGAY Silver Spring, Md.; Secretary-Treasurer **John W. Kluge** (25%), president-stockholder WGAY; **Mrs. John W. Kluge** (10%), treasurer-stockholder WGAY; Vice President **Vasil Polyzois** (20%), accountant, and **Horace H. Thomson** (15%), vice president-stockholder WGAY. Granted Nov. 12.

WAUG-AM-FM Augusta, Ga.—Melvin H. Purvis, Chester H. Jones & George O. Nicholson d/b as Garden City Bcstg. Co. granted voluntary assignment of license and CP to Chester H. Jones & George O. Nicholson d/b as Garden City Bcstg. Co. Mr. Nicholson purchases Mr. Purvis' 50% interest for $1,400 and 1951 Cadillac valued at $3,600 and will now own 75%. Mr. Jones retains his 25% interest. Granted Nov. 12.

WOPA-AM-FM Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Hotel Inc. & Egmont Sonderling d/b as Village Bcstg. Co. granted voluntary assignment of license to partnership of the same name with same partners. Mr. Sonderling purchases 33⅓% interest from Richard Goodman and Mason Loundy for $4,000 and will now own 25%. Messrs. Goodman and Loundy will separate their joint interest and each will now own 20%. Granted Nov. 9.

WLBK De Kalb, Ill.—De Kalb Radio Stations Inc. granted voluntary transfer of control to Arnold M. Fredericks and 5 others through sale of all stock for $55,000. Principals include President **George Biggar** (18.09%), program director WLS Chicago, Secretary-Treasurer **Theodore Stetzer** (22.66%), plastic manufacturer. Granted Nov. 12.

KJAN Atlantic, Iowa—George Basil Anderson granted voluntary assignment of license to Nishna Valley Bcstg. Co. for $27,500. Principals include President **Al Hansen** (11.1%), theatre manager; Vice President **Franklin G. Miller** (11.1%), sales manager KJAN, and Secretary-Treasurer **Murry A. Preston** (11.1%). There are six other stockholders comprised of local businessmen, each holding 11.1% interest. Granted Nov. 12.

KIOA Des Moines, Iowa—Independent Bcstg. Co. granted voluntary assignment of license to Town & Farm Co. (KMMJ Grand Island, Neb., KXXX Colby, Kan.) for $150,000. Sale is necessitated by Independent Bcstg. merger with WHO Des Moines in new tv venture on ch. 13 there. Principals include President **Don Searle** (40%), packager of radio-tv programs and executive vice president - stockholder KOA-AM-FM-TV Denver, Colo.; Vice President **H. A. Searle** (20%), manufacturer and marketer of petroleum products; Secretary **Helen Searle Blanchard** (20%), and Treasurer **Herbert Hollister** (20%), owner KBOL Boulder, Colo. Granted Nov. 12.

KTSW Emporia, Kan. — Emporia Bcstg. Co. granted acquisition of control by Gervis F. Reed through purchase of 49.63% interest from Robert B. Reed for $15,000. Mr. G. F. Reed will now be sole owner. Granted Nov. 9.

KCMO-AM-FM-TV Kansas City, Mo.—KCMO Bcstg. Co. granted voluntary transfer of control from Tom L. Evans, Lester E. Cox, Lester L. Cox and Richard W. Evans to Meredith Engineering Co. and Meredith Syracuse Tv Corp. through sale of all stock for $2,000,000. Meredith Engineering, licensee of KPNO-AM-TV Phoenix, Ariz., and owner of WOW-AM-TV Omaha, Neb., owns all outstanding stock of Meredith Syracuse Tv, license of WHEN (TV) Syracuse. Meredith Engineering in turn is wholly owned subsidiary of Meredith Pub. Co. (*Better Homes & Gardens* and *Successful Gardens*). Principals in Meredith Engineering are President **E. T. Meredith Jr.**, vice president and 14.65% owner Meredith Pub. Co., Vice President **Fred Bohen**, president Meredith Pub. Co. and Secretary-Treasurer **Mildred M. Bohen**, assistant secretary and 14.65% stockholder Meredith Pub. Co. Granted Nov. 12.

KBIM Roswell, N. M.—William Paul Brown, Paul F. Jergins and Vernon Newton Hughes d/b as Radio Station KBIM granted voluntary assignment of license to Taylor Bcstg. Co. for $55,000. Principals include President **W. C. Taylor** (50%), Vice President **Gene Reischman** (27.3%), Secretary **Homer F. Glover** (5.7%), **J. Kenneth Smith** (11.3%) and **J. Raymond Harris** (5.7%). All are local businessmen. Granted Nov. 12.

WWNC Asheville, N. C. — Asheville Citizen-Times Co. granted transfer of control from Don S. Elias, R. Stanford Webb and Junius G. Adams, trustees under the will of Charles A. Webb, deceased, to Asheville Citizen-Times Pub. Co. through sale of all stock for $2,286,775. Asheville Citizen-Times Pub. Co. is subsidiary of Greenville News-Piedmont Co. (WFBC-AM-FM) and stockholder WMRC-TV Greenville, N. C. Greenville News-Piedmont Co. publishes *Greenville News* (morning) and *Greenville Piedmont* (afternoon) daily newspapers. Principals include President **Charlie Peace**, Vice President **J. Kelly Sisk** and chairman of the board **Roger C. Peace.** Granted Nov. 12.

WSKY Asheville, N. C.—Radio Asheville Inc. granted voluntary acquisition of control by Zeb Lee through purchase of 83 shares held by Mildred L. Bamford individually for $43,575. Radio Asheville purchases and retires 83 shares held by Mrs. Bamford as executrix of her husband's estate for $43,575. Mr. Lee, former owner of 84 shares, will now be sole owner. Granted Nov. 12.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio Tv System granted involuntary assignment of CP for uhf ch. 50 to Clay Littick, Arthur S. Littick, Ernest B. Graham, Clarence A. Graham and Anne Littick and Clay Littick, co-executors under the will of O. B. Littick, d/b as Southeastern Ohio Tv System. Application is for purpose of securing permission to continue business under the de facto partnership of the same name until it is determined what distribution will be made of O. B. Littick's 25% interest. Granted Nov. 9.

KVAS Astoria, Ore.—KVAS Inc. granted involuntary assignment of license to William Ohlmann, receiver for KVAS Inc. Purpose is to facilitate the ultimate sale of KVAS for benefit of all creditors. Granted Nov. 13.

WPXY Punxsutawney, Pa. — Jefferson Bcstg. Co. granted involuntary transfer of control to

A bountiful Thanksgiving is the wish of Art Mosby

The Art Mosby Station

CBS KGVO

1290—5,000 W

MISSOULA

MONTANA

THE TREASURE STATE OF THE 48

Representatives: GILL-PERNA

New York, Chicago, Los Angeles & San Francisco

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

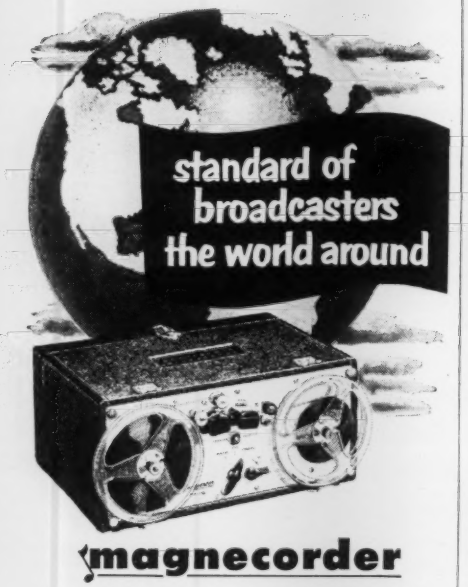
KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC



magnecorder

THE PROFESSIONAL TAPE RECORDER

- Unexcelled realistic brilliance and high fidelity.
- Preferred by radio engineers 3 to 1 for broadcasting.
- Frequency response flat from 50 — 15,000 cps ± 2 db.
- Conversion kits quickly adapt your equipment for all special purposes.

For demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC.

Dept. B-11A • 225 West Ohio Street, Chicago 10, Illinois

light the way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever *you are . . . you're headed the* right *way . . .*

the JACK frost way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. B, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

partnership of the same name and to include Emily Morgan Clawater as executrix of the estate of Dr. Issiah C. Morgan, who owned 11% interest. Granted Nov. 13.

WRJM Newport, R. I.—Aquidneck Bcstg. Corp. granted voluntary transfer of control to Milton E. Mitler through sale of all stock for $22,500. Mr. Milter is in real estate and president of American Advertising Assoc., Newark, N. J. Granted Nov. 12.

KVLB Cleveland, Tex.—Harvard Corra Bailes & Theodore Franklin Lott d/b as Cleveland Bcstg. Co. granted voluntary assignment of CP for new am station on 1410 kc, 500 w unlimited, directional from T. F. Lott to H. C. Bailes for $8,452. H. C. Bailes assumes all of Mr. Lott's obligations in connection with proposed station. Granted Nov. 12.

KFYO-TV Lubbock, KGNC-TV Amarillo, Tex. —Des Plains Radio Bcstg. Co. granted assignment of CP to parent corporation Globe-News Pub. Co. for $1,000,000. Globe-News Pub. Co. owns 81% interest and Globe-News Employes Pool owns 19%. Granted Nov. 12.

APPLICATIONS

Dothan, Ala.—Julian C. Smith, John T. Hubbard and Fred C. Moseley d/b as Dothan Bcstg. Co. seek voluntary assignment of license to Julian C. Smith and Fred C. Moseley d/b as Dothan Bcstg. Co. through sale of ⅓ interest by Mr. Hubbard for $33,000. Each partner will now hold 50% interest. Filed Nov. 9.

WBOX Clarksdale, Miss.—Birney Imes Jr. seeks voluntary assignment of license to his mother, Mrs. Eunice T. Imes, for $18,575.74. Filed Nov. 9.

WCMW Canton, Ohio—Stark Bcstg. Corp. seeks involuntary transfer of negative control (50%) of licensee from J. Irvin Schultz, deceased, to Geneva P. Schultz and Richard W. Schultz, administrators of the estate. Filed Nov. 6.

KCLX Colfax, Wash. — Eugene Pournelle & Bradley Kincaid d/b as Whitman County Bcstrs. seeks voluntary assignment of license to Eugene Pournelle d/b as Whitman County Bcstrs. through sale of Mr. Kincaid's 50% interest for $7,500. Mr. Pournelle will now be sole owner. Filed Nov. 9.

Hearing Cases . . .

INITIAL DECISIONS

Portland, Me.—New tv, vhf ch. 13. FCC Hearing Examiner Claire W. Hardy issued initial decision looking toward grant of application of Guy Gannett Broadcasting Service (WGAN) for construction permit for new tv station on ch. 13. The application of Murray Carpenter & Assoc. for same channel was dismissed Nov. 10. Action Nov. 12.

Portland, Ore.—New tv, vhf ch. 12. FCC Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Oregon Television Inc. for new tv station on ch. 12, and denial of the applications of Columbia Empire Telecasters Inc. and Northwest Television and Broadcasting Company for same channel. Action Nov. 17.

Lancaster, Pa.—New tv, vhf ch. 8. FCC Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of WGAL Inc. for construction permit to change site, increase power and antenna height, make equipment change and for regular operation of television station WGAL-TV on ch. 8; and denial of application of Peoples Broadcasting Co. (WLAN). Action Nov. 13.

OTHER ACTIONS

Bethel, Alaska—Rev. Earl R. Shay is being advised that application for new am station on 930 kc, 105 w unlimited does not comply with rules; denied request for waiver. Action Nov. 12.

Color Tv—NBC, New York. FCC granted STA for experimental broadcast of commercial tv program (*Colgate Comedy Hour*) in color on Nov. 22 (8 to 9 p.m. EST) by WNBT (ch. 4), for feeding to NBC network stations for station operating experience, subject to announcement by originating station at beginning and end of program that this color test (which can be received in monochrome but not in color on standard tv receivers) is pursuant to special authorization by FCC as a test of NTSC technical signal specifications (proposed by NTSC for adoption by Commission). Comrs. Webster and Bartley dissented. Action Nov. 18.

Bristol, Va.—Appalachian Bcstg. Corp. (WCYB). FCC, by memorandum opinion and order, denied petition for "Accelerated Hearing" in re its application and that of Tri-Cities Tv Corp. for ch. 5. Action Nov. 18.

WHNC-TV New Haven, Conn.—Granted STA to operate on ch. 8 simultaneously with operation on ch. 6 for period Nov. 26, 1953, to Feb. 26, 1954, with 10 kw visual power, 6 kw aural; operation on ch. 6 may continue for 30 days after commencement of operation on ch. 8 but in no event after commencement of operation on ch. 6 by WRGB Schenectady. Action Nov. 13.

Figure 8 added to am standards—By report and order, the Commission finalized proposed rule making of July 10 and amended am broadcast standards to include a curve—**designated as Figure 8**—representing values of estimated effective field at one mile, for 1 kilowatt power output of simple vertical omnidirectional antennas of various heights, effective 30 days after publication in the *Federal Register*. Action Nov. 13.

Indianapolis, Ind.—WLW, WIRE, vhf ch. 8 proceeding. FCC designated for consolidated hearing applications of WIRE and WLW for ch. 8, said hearing to be held in Washington on Dec. 18; further ordered that issues in proceeding may be enlarged by examiner, on his own motion or on petition properly filed by party to proceeding and upon sufficient allegations of fact in support thereof, by the addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that proposals set forth in application will be effectuated." Action Nov. 18.

Lexington, Ky.—American Bcstg. Corp. FCC designated for hearing in Washington on Dec. 11 application for new tv station on uhf ch. 27. Action Nov. 12.

WHXY Bogalusa, La.—By order, FCC rescinded action of July 29 postponing effective date of CP for new am station on 920 kc, 1 kw daytime and granted modification of CP to specify transmitter site and antenna system. Action Nov. 12.

Detroit, Mich.—Burns Ave. Baptist Church granted extension of authority for period of one year to transmit religious programs to CKLW Windsor, Ont. Action Nov. 12.

Oxford, Miss.—Ole Miss Bcstg. Co. FCC designated for hearing application for new am station on 1230 kc, 100 w unlimited and made WCMA Corinth, Miss., party to proceeding. Action Nov. 18.

WCBI Columbus, Miss.; Scott County Bcstg Co., Forrest, Miss.; Voice of the Confederacy, DeKalb, Miss.—FCC advised that their applications indicate necessity of consolidated hearing. Scott County and Voice of the Confederacy seek new am stations on 550 kc, 1 kw daytime; WCBI seeks to change from 1340 kc, 250 w unlimited to 550 kc, 500 w night, 1 kw daytime, directional, unlimited. Action Nov. 12.

WPAT Paterson, N. J.—North Jersey Bcstg. Co. is being advised that application for acquisition of positive control by Union Building & Investment Co. Inc., through sale of 50% of stock from James P. Walden and First National Bank & Trust Co., Trustees, indicates necessity of a hearing. Action Nov. 13.

WNDR Syracuse, N. Y.—By order, the Commission removed from hearing docket and granted application of WNDR for renewal of license; dismissed renewal application for WNDR-FM as moot; granted consent to transfer control of corporation from T. F. Dolan Jr., et al., to Martin Karig, et al. Action Nov. 13.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

TRALA RECORDS
Offering discs concerning Studebaker Cars, punches Terrific sales for Local Dealer! One station in Each city being approached. Inquiries are really not necessary.
BOX 11 HOLLYWOOD

JOHN C. VOGTLE
Professional Engineer
Structural Consultation and Design
Guyed Towers and Antenna Curtains
for the Electronics Industry
Exton, Pennsylvania

Member AFCCE

Wilmington, N. C.—Wilmington Bestg. Co.; Port Bestg. Co.—FCC designated for consolidated hearing mutually exclusive applications seeking new am stations on 1230 kc, 250 w, unlimited; made WFAI Fayetteville, N. C., party to proceeding. Action Nov. 12.

KNOX Grand Forks, N. D.—By order, the Commission removed from hearing docket and granted application of KNOX for construction permit to change from 1400 to 1310 kc, increase power from 250 w to 5 kw, install directional antenna for night use and a new transmitter, and change transmitter and studio location. Action Nov. 13.

Eugene, Ore.—Ch. 13 grant made effective. By order, the Commission dismissed protest of W. Gordon Allen, permittee of tv station KTVF Eugene, Ore., against Commission grant on May 14 of construction permit to Eugene Television Inc. for new tv station in Eugene on ch. 13; rescinded its action of June 25 in postponing the effective date of the grant, and made the same effective immediately. In so doing, it deleted paragraph 1 of the initial decision of Sept. 14 which proposed to deny the Allen protest and substituted the following language: "The question raised by the protestant is whether or not the grant of the above-entitled application was contrary to the Commission's rules or established policy, and only evidence relating to these issues was offered at the hearing." Comr. Hennock dissented; Comr. Bartley concurred. Action Nov. 13.

Tv Hearing Scheduled—St. Louis, vhf ch. 4. FCC scheduled for hearing in Washington on Dec. 11 the competing applications of KWK, KXOK and Missouri Valley Tv Co. for new tv station on vhf ch. 4. Action Nov. 13.

Tv Hearing Scheduled—Ogden, Utah, vhf ch. 9. FCC scheduled for hearing in Washington on Dec. 11 the competing applications of KVOG and Interstate Bcstg. Corp. for new tv station on vhf ch. 9. Action Nov. 13.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman: Good opportunity for man who can sell radio in small, single station market in Ohio. Must be hard worker with ambition to build good account folio. Box 372A, B•T.

In West Virginia—opening for salesman with opportunity to become sales manager shortly. Need sober, dependable producer who can sell quality. Salary open. Good guarantee against commission. Tremendous opportunity. Box 388A, B•T.

Guaranteed monthly income $400. against 15 percent commission, protected territory, account list for experienced salesman. Established Illinois independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid pension plan. Fast growing community in county with $86,000,000. annual retail sales. Personal interview necessary. Write details of training, experience, age. Box 411A, B•T.

Southern group that operates several stations has opening for two experienced salesmen that can sell and still go back the second time. Excellent money proposition with chance of stepping into managers positions. Must be experienced, married, sober, and reliable. Write Box 541A, B•T.

Progressive independent in top market near New York needs salesman with ideas for his accounts. Guarantee, 15%. Resume to Box 542A, B•T.

Need experienced salesman to sell top rated network station in central California, KSBW, Salinas, California. Send all information, references and photo first letter.

Salesman-announcer with car. Excellent opportunity for worker. WSMI, Litchfield, Ill.

Salesmen—now calling on radio and tv stations! Sell our line of call letter specialties. Fast sellers; big profits. Write RA-TEL, Box 770, Huntsville, Alabama.

Several salesmen needed for Florida's fastest growing station with tv affiliation. Contact Myles Johns, 1337 Seabreeze, Fort Lauderdale, Florida.

Announcers

Opening southwest combination engineer-announcer with emphasis on announcing. Send details to Box 381A, B•T.

Sports director-announcer-salesman. Can you sell and call play-by-play sports, or sell and announce? Then good future in top little market in West Virginia. Send qualifications, salary expected soonest. Box 389A, B•T.

Help Wanted—(Cont'd)

Announcer. Some control operating involved. Experience preferred. Good salary. Pleasant working conditions. Immediate opening. Central New York network affiliate. Send full details. Box 450A, B•T.

Am-tv station in southeastern market of 100,000 is enlarging announcing staff. Am and tv duties with control board ability required. Starting salary $75.00. Complete information, photo and tape or disc to Box 514A, B•T. Prefer applicants from this region.

Experienced, versatile, all-round announcer with first or second phone ticket. Permanent. Paid vacation. Car necessary. Send complete resume first letter. Start $75 weekly. Box 524A, B•T.

Two experienced announcers wanted by southern small market station that's really on the ball. Must be sober, reliable, and interested in permanent position. Good salary and living conditions. Married men preferred. Write Box 540A, B•T.

Need combo man with good strong voice for night shift. Best working conditions, good salary, and fine location in central California. Send all information, references, photo and tape with first letter. KSBW, Salinas, California.

Need replacement fast for service bound announcer. Pay good. Send picture, audition first letter. All auditions returned. KSCB, Liberal, Kansas.

Top indie needs top punch announcer, start $80.00; raises monthly. Must be good on board. Contact Peter Tripp, KUDL, Kansas City, Missouri.

Experienced announcer-copywriter for new, 1,000 watt. First phone desirable but not essential. Good pay and future for right man. Send resume, tape to KVNC, Winslow, Arizona.

Staff announcer. Strong, music, news. Send disc, resume, references. WBCK, Battle Creek, Michigan. Tv grantee.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Combo man. Minimum 5 years experience. First ticket preferred. Must be topnotch announcer. operate board. Salary $90-$100 for 45 hours. WHUC, Hudson, New York.

Announcer-sportscaster. Prefer personality disc jockey. Send experience resume, references, tape and salary requirement. WBUY, Lexington, North Carolina.

Announcer-engineer, first phone, 1000 watt independent daytime station. Contact Hugh Birdsong, WFPM, Fort Valley, Georgia.

Help Wanted—(Cont'd)

First rate announcer with ticket or permit. Must have three years experience. Able to run combo. Steady job. 250 watt independent. Excellent salary. WHUC, Hudson, New York.

Gals! DJ's! Several needed for air work. All gals station. Must have experience, personality, voice looks and figure. Contact Ted Nelson, 1337 Seabreeze, Fort Lauderdale, Florida.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

First class engineer with car for midwest kilowatt directional. No announcing. Permanent job with tv future. Box 412A, B•T.

Combination first phone man. Must be better than average announcer. Alabama 250 watter. If you're the right man you'll rate a good salary. Good working conditions. Wide-awake station. Send tape or disc and picture. Box 506A, B•T.

Technical director needed immediately to supervise radio and television operation. Send complete background, salary expected, availability. Excellent opportunity for right man. KWWL, Radio and tv, Waterloo, Iowa.

Opening for engineer in am, fm, tv operation. WKZO, Kalamazoo, Michigan.

First class engineer, capable of assuming duties of chief engineer. WPRS, am and fm, Paris, Illinois.

A real opportunity. Third class who wants to obtain a first while working on job; good pay. WWHG, Hornell, New York.

Production-Programming, Others

Opening southwest, 1000 watt station for experienced continuity writer or man and wife combination commercial manager and continuity writer. Contact Dave Button, KSVP, Box 38, Artesia, New Mexico. Phone 650.

Immediate opening for combination copywriter-announcer, excellent position for recent graduate, light on experience. Must have ability and be willing to learn. Contact Program Director, WAYB, Waynesboro, Virginia.

Program director. Want man who can produce programs not just names on a log. Must have had considerable announcing and programming experience, and be able to produce programs with local slant. WBUY, Lexington, North Carolina.

Experienced copywriter 5 kw CBS station. Submit sample copy with application. State salary requirements. Manager, WCAX, Burlington, Vermont.

Experienced writer for am-tv continuity department. Send background, salary requirements, samples, first letter. WOC, Davenport, Iowa.

Immediate opening commercial copywriter at friendly local station. Good pay, paid vacation, permanent position. Send full particulars, WVSC, Somerset, Pa.

Situations Wanted

Managerial

Ten years experience. Presently employed 5 kw. University graduate, veteran, single, radio-minded, prefer midwest. Like to work, available if guarantee salary is right. Selling renewals, holding large accounts on station in tough market despite adverse engineering conditions. Box 323A, B•T.

General manager. Excellent record successful southern regional affiliate. Desire return midwest. Radio or television. Thoroughly competent, management and sales. Top industry, business and personal references. Box 449A, B•T.

Manager with twenty years in radio seeks management of established outlet, or will get new station on air with both administrative and technical know-how. Box 502A, B•T.

Station manager, am-tv, director operations, operations manager, technical director. Experienced 2 tv networks, 3 tv stations, 8 am stations. Executive type, strong on management, engineering. Will build or operate. Best industry connections, references. Resume, photo. Box 538A, B•T.

TOP PERSONNEL AVAILABLE

The sale of WOL, Washington, D. C., by the Peoples Broadcasting Corporation makes available a group of experienced, highly-competent radio personnel including the:

Station Manager	Program Director
Chief Engineer	News Editor
Top Announcer	F. C. C. 1st class Engineers

These are outstanding people with our unqualified recommendation and we would like to see them placed in good locations. We welcome all inquiries. Write to: Herbert E. Evans, Vice President, Peoples Broadcasting Corp., 246 N. High St., Columbus, Ohio.

Situations Wanted—(Cont'd)

Station selling. Working manager available. Excellent sales and management record. Present employer for reference. Not cheap but worth the price. Will travel for interview. Box 511, Hot Springs, Arkansas.

Announcers

Announcer, recent broadcasting school graduate. No experience. Third class ticket. Box 474A, B•T.

Good announcer-engineer. First phone, plenty of heavy commercial experience. Available immediately. Box 501A, B•T.

Announcer, desires position in Boston area. Am currently working, but will accept good offer immediately. Permanent position desired, with tv possibilities. Tape and photo on request. Box 504A, B•T.

Staff announcer, radio, television, 2 years experience, young, now at 1 kw network affiliate, midwest. Married, car, prefer west. Good references. Box 507A, B•T.

Announcer, control board some experience. Excellent references. Free to travel. Box 508A, B•T.

Versatile announcer. Broadcasting school graduate. Knows board, music. Good voice, music, commercials, DJ. Box 511A, B•T.

Experienced play-by-play announcer desires position with sports minded station. Presently doing football in city of one million. Also have staff experience. Box 512A, B•T.

Personality. "Country DJ" eight years of experience, with six years at my present station. No floater. Wants permanent position with tv or 50 kw station. Proven sales record. Please reply to Box 520A, B•T.

Announcer. Have 10 years radio, 2 years tv experience as musician and folk deejay. Desire experience as staff announcer on small station. Excellent speaking voice. Box 523A, B•T.

Announcer experienced, all phases, good commercial, news delivery, reliable, veteran, good potential, references. Free to travel. Box 525A, B•T.

Announcer-deejay. 27, married. 5 years all phases. Moving up, prefer midwest. Interested in tv. Box 532A, B•T.

Announcer, first phone. Deep sincere voice. 3 years diversified network. Independent, experience, Missouri, Illinois, locale. Box 534A, B•T.

Announcer, news-DJ, fine commercials. College graduate, 28. Prefer northeast or north-central location. Tape available. Box 536A, B•T.

Sports play-by-play announcer, recommendations by outstanding sports men in the nation. Single, veteran, college degree. Presently employed. Available by December 3rd. Prefer radio and television if possible. Box 537A, B•T.

Singing disc MC, currently employed, seeks position with music minded station. Can do humor, sports, also direct and produce. Have check records, references. Box 543A, B•T.

Newcaster, announcer, DJ, 10 years experience am, tv. Excellent voice, network calibre. Proven ability. Also write, produce and direct. California market preferred. Tape picture and resume upon request. Write Box 546A, B•T.

Recent Broadcasting School graduate, some experience. DJ, news, commercials, control board, young veteran. Tape, resume. Box 547A, B•T.

Announcer. Young, versatile, married, terrific potential. Progressive 250 watt station. Box 551A, B•T.

Attention 250 w station. Negro DJ news and commercial. Experience 12 months. Ali Douglass, 515 West 47th St., New York 36, New York.

Midwest. Staff announcer; good, clear commercial-news voice; records. Year experience, including net. University background, single, 31 Available immediately. Charles May, 4001 Bell, Kansas City, Missouri. Phone Valentine 6755.

Versatile announcer, combo man, excellent DJ, write own copy. Trained in all phases of radio broadcasting. Will travel. Tape, resume, references. Fred Wiecke, 153 Glover Avenue, Yonkers, New York.

Technical

13 years radio, construction 9 stations, 7 50 kw, desire permanent position, prefer chief engineer, age 32, available two week notice. Box 457A, B•T.

Engineer, first phone, some am-fm experience. Seeks tv opportunity. Box 522A, B•T.

Engineer, 1st phone, any location, midwest preferred, family, age 27, reliable, 7 years radio experience but none in broadcast. Good voice. Now available. Box 528A, B•T.

Sales engineering—College training, 15 years varied experience in communications. Presently employed as chief engineer regional broadcast station. Desire to represent reputable company in broadcast or two-way radio field in southern territory, preferably Ky.-Tenn. area. Box 530A, B•T.

Situations Wanted—(Cont'd)

Combo first class license. Speaks English and Spanish (fluently) 2½ years of radio-tv. Box 533A, B•T.

First phone wants radio station in Florida. Capable of making chief in 250 watt station. Box 535A, B•T.

First phone, class A amateur, radio schooling, some experience, want permanent position, best personal & financial references. New car, can travel anywhere. Would invest $35,000. in good (am) station. Box 544A, B•T.

Production-Programming, Others

Woman copywriter, seven years experience, desires straight copy job with established station. Presently employed. Copy and details at your request. Box 468A, B•T.

Assistant manager, program director, sports director available. Fifteen years experience. Family man, sober, reliable. Radio or tv. Best references. Box 513A, B•T.

Major, 6 years public information experience. Leaving Army in January. Extensive experience pre-Army, editing, news-writing, photo editing. Presently heading large news service. Desire tv station news editor job. Box 539A, B•T.

Television

Managerial

Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 331A, B•T.

General or commercial. Experienced all phases. Proven sales record. Presently employed. Will work on straight commission. Box 454A, B•T.

Technical

Combo tv engineer-production. Degrees, first phone, vet, married. Experienced master, studio, camera, transmitter, audio controls; vhf construction. Desire position with opportunity for directing. Box 526A, B•T.

Production-Programming, Others

Tv director-operations director: thoroughly experienced in tv station (and network) and advertising agency radio-tv department. Have handled tv production, film spots and commercials, tv sports and drama. Married, family, want better living conditions than New York offers. Box 505A, B•T.

Planning tv news? Let me help. Now employed radio-tv news director. Will move if price, market and station constitute advancement. Box 509A, B•T.

Newsman RTNDA member six years experience all phases of radio news. BS journalism top university. Anxious for tv opportunity. Ad agency experience in tv station promotion. Will not pass up worthwhile radio opportunity. Available two weeks. Excellent references. Box 516A, B•T.

Six years experience, combination salesman-announcer radio, first phone. Desires change to tv. $500 month minimum. Excellent performance record. Box 519A, B•T.

Television program director, presently employed. Experienced all phases tv operation. All offers considered. Box 531A, B•T.

Situations Wanted—(Cont'd)

Producer-director, film editor, small market and NBC-TV experience. Married, 23, FCC first phone. Gil Fried, 2852 Elizabeth, Denver, Colorado.

For Sale

Stations

Rocky Mountain. 250 watt daytime. Indie. Bills $65,000. Ideal set-up. Box 500A, B•T.

Equipment, etc.

Lehigh self-supporting tower. CAA lighted, 140 feet, with extra heavy base. Equipped with base insulators. State price offered. Box 378A, B•T.

Two Ampex model 400, single case 7½" and 15", manual; used less than twenty hours; one year old; $600 each. Magnecorder three position mixer and two speed two case recorder; used less than forty hours, $400. Box 510A, B•T.

Sacrifice equipment. 3 Presto SR-950 network tape consoles, almost new, 14" reel capacity; 1 Presto 8-DG disc cutting lathe with diameter equalizer and 1-D cutter; never used. Rush inquiry to Box 548A, B•T.

6 Bay Collins fm doughnut antenna tuned 99.7. Priced $825.00 FOB here. Dismounted from tower. KDRO, Sedalia, Missouri.

One Gates DF-1-A. One kw-fm transmitter. Best offer. W. C. Ward, WBUZ, Washington 19, D. C.

GE fm broadcast transmitter type BT-1-B, model 4BT 1 B 1, frequency range 88-108 MC, output 250 watts. Two GE crystals frequency 227.546 KC. GE fm broadcast station monitor complete with calibrate and run crystals, type BM-1-A, model 4 BM-1A 1, Indicator model 4 BZIA 1, power supply model 4BP2A 1, frequency range 88-108 MC. GE reg. power supply, type BP2A, model 4BP2A, 1, 105-125 volts, 1 phase, output 300 volts 0.090 A-DC with 18 spare tubes. One Auto DR1 Aire model 46 dehydrator with specialized fm antenna and between 300 and 400 foot Communications Products fm co-ax transmitter line. Used on air only three years. In perfect condition. No reasonable offer refused. WLAD, Danbury, Conn.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Tapak, famous springwound walkie broadcast quality tape recorders. Demonstrators, new guarantee. Regular $318.00, only $198.50. Mike and headset $11.45 extra. Broadcast Equipment Specialties Corp., 135-01 Liberty Ave., Richmond Hill 19, New York.

Ampex tape recorder, model 401-A, very latest push button remote control portable model. New machine guarantee. Excellent condition, used about ten hours as demonstrator. $795.00 fob Topeka, Kansas. Only one, first come first served. Radio Engineering Company, 908 Kansas Avenue, Phone 3-1336.

Wire or fm functional music studio. Seeburg 200 selection phono especially rewired. Background music library, studio and location amplifiers. S. Levine, 442 Cochran, Los Angeles.

Television scripters, timesaver dictionary, 6,000 witticisms; $3.00. Cream of Wit, Sebring, Florida.

Wanted to Buy

Stations

Florida or southeast, owner manager operation, for private party, reply. Box 529A, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Wanted to Buy—(Cont'd.)

Equipment, etc.

Complete 3 to 10 kw-fm transmitter with antenna and monitors. State complete details including make, date purchased, frequency, location etc. also modulation monitor and 150 ft. self supporting insulated tower for am. Must be cheap for cash. Box 391A, B•T.

Dual channel console and associated audio equipment. Box 403A, B•T.

Fm 250 watt transmitter frequency preferably from 88 to 95 mc. Also frequency and modulation monitors and antenna bay. Send full particulars first letter. Box 473A, B•T.

50 kw-fm amplifier, operating condition not important. Box 515A, B•T.

250 watt transmitter, Raytheon or equal. Motorized controls. Box 517A, B•T.

1 kw to 3 kw fm transmitter, monitors, 500 or more feet line. 4 bay side mount antenna. Box 518A, B•T.

Fm modulation and frequency monitors for 97.1 mc. Arthur Wilkerson, WLIL, Lenoir City, Tennessee.

One used RCA-BTF-1C 1000 watt fm transmitter. WMRF, Lewistown, Penna.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

Experienced radio salesman needed. Will guarantee excellent list of accounts on air and top starting salary until established. Contact Walt Dennis, WILS Radio Station, Lansing, Michigan.

Announcers

Midwest major market regional needs man capable of sincere, forceful, sales-productive announcing. Knowledge of popular, western and hillbilly recordings. Invulnerable tv potential. Send brief employment resume, salary requirements, tape or disc and snapshot first letter. Our employees know of this ad. Box 494A, B•T.

Help Wanted—(Cont'd)

GOOD MUSIC ANNOUNCER

Must have deep mature voice. Some formal classical background, but more important is that personal music taste is from pop concert to classical. Position is part announcing and assistant to musical director. Local's scale $72.00 to $85.00 per week, but salary will be determined not by length of service, but ability. Send audition and full background airmail. Fred Rabell, Owner, KSON, San Diego, Calif.

Production-Programming, Others

WANTED IMMEDIATELY

Assistant Sales Manager—Program Director

50,000 watt Southern Network Station. Rush full details, photo. Box 553A, B•T.

Television

Announcers

A dominant CBS-TV station (vhf) in the south needs two strong men. One for news and general announcing, the other for announcing and program direction. Salary will be adequate for right men. Enclose recent photo together with resume of successful experience in radio or television. Box 490A, B•T.

Situations Wanted

Production-Programming, Others

TOP SPORTS DIRECTOR RADIO & TV

Seeking position with executive future. I have 13 years top experience. Sports director with 50,000 w in Philadelphia past 8 years. Outstanding record in community activity. 35 years of age. Married. Available January 1st. Box 550A, B•T.

Television

Managerial

TV EXECUTIVE

8 years TV station experience. Presently director of TV operations and programs for middle west station. Desire change to South or Southwest with new TV grantee. Box 552A, B•T.

For Sale

Equipment, etc.

CALL LETTER ITEMS Lowest prices on Banners, Studio Drops, All kinds Call Letter Specialties—You name 'em, we've got 'em! Special for Christmas—Microphone or Television Camera Ash Trays and Neck Ties with your station call letters! Write RA-TEL PROMOTION SERVICE, Drawer 770, Huntsville, Ala.

TV TRANSMITTER FOR SALE NOW ON AIR

Complete package

- GE 5 KW transmitter
- Input and monitoring equipment
- 6 Bay antenna

This equipment may be inspected now while operating

KFMB-TV

San Diego, California

FOR SALE

1 RCA TTU-1B 1kw uhf Transmitter including:
- 2 sets of crystals,
- 1 set of operating tubes, filterplexer, and
- 1 TTC-1-B Control Console.

1 RCA TFU-24BMS Antenna, 10 kw, gain 24.

1 RF load & wattmeter.

Equipment now tuned for Channel 36.

Complete package can be tuned from Channels 31-50.

Available around January 1, 1954. Call or wire KSTM-TV, St. Louis, Missouri for details.

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective service to Employer and Employee

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

IS YOUR STATION KEEPING PACE WITH THE TIMES?

RATINGS and SALES INCREASING?

Top executive with over 20 years experience in management and sales with network and independent operations, currently employed in metropolitan market, desires to make change.

Has knowledge of all phases of industry, wide acquaintance among national advertisers and agencies, highly respected for ability and honesty, family man, active in community affairs.

YOUR STATION DESERVES AN EXECUTIVE WITH THESE QUALIFICATIONS

Best of references—will consider only propositions in five figures.

WRITE BOX 549A, B•T.

Tv Hearing Scheduled.—Houston, Tex., vhf ch. 13. FCC scheduled for hearing in Washington on Dec. 11 the competing applications of KTRH, Houston Area Tv Co., Houston Tv Co. and Tv Bcstg. Co. of Houston for new tv station on vhf ch. 13. Action Nov. 13.

Knoxville, Tenn.—Vhf ch. 10 proceeding. By order, the Commission denied a petition filed July 16 by WNOX requesting enlargement of the issues in the proceeding involving its application and those of WBIR and Tennessee Television Inc., for construction permits for new tv stations on ch. 10; and by a memorandum opinion and order, denied a further petition by WNOX requesting review and reversal of a ruling by the examiner denying petitioner leave to amend its application. Action Nov. 13.

Memphis, Tenn.—WREC, WMPS, vhf ch. 3 proceeding. FCC designated for consolidated hearing applications of WREC and WMPS for ch. 3, said hearing to be held in Washington on Dec. 18; further ordered that issues in proceeding may be enlarged by examiner, on his own motion or on petition properly filed by party to the proceeding and upon sufficient allegations of fact in support thereof, by the addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Nov. 18.

Seattle, Wash.—KXA, KVI, KIRO, vhf ch. 7 proceeding. FCC denied requests of KIRO and designated for consolidated hearing the three applications for ch. 7, said hearing to be held in Washington on Dec. 18; further ordered that issues in proceeding may be enlarged by examiner, on his own motion or on petition properly filed by party to the proceeding and upon sufficient allegations of fact in support thereof, by the addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Nov. 18.

Clarksburg, W. Va.—Clarksburg-Fairmont Corp. FCC, by memorandum opinion and order, denied petition of Aug. 19, 1953, for conditional grant of its application for tv station on ch. 22 which is mutually exclusive with application of J. Patrick Beacom & Associates. Action Nov. 18.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

MEXICO

Change List No. 163, October 13, 1953

600 kc

Patzcuaro, Michoacan, 250 w daytime, 100 w night, unlimited. Class IV. 4-13-54.

620 kc

Tepic, Nayarit, 500 w daytime, 250 w night, unlimited. Class IV. 4-13-54.

630 kc

XEFB Monterrey, Nuevo Leon, 5 kw daytime, 1 kw night, directional night, unlimited. Increase in power. Class III-A. 12-30-53.

820 kc

Fortin de las Flores, Veracruz, 1 kw daytime. Class III-B. 4-13-54.

920 kc

Culiacan, Sinaloa, 5 kw unlimited. Class III-A. 4-13-54.

San Andres Tuxtla, Veracruz, 1 kw daytime. Delete assignment. Class II. 10-13-53.

970 kc

Los Mochis, Sinaloa, 5 kw unlimited. Class III-A. 4-13-54.

1200 kc

Orizaba, Veracruz, 5 kw unlimited, directional night. Class III-A. 4-13-54.

1320 kc

Montemorelos, Nuevo Leon, 250 w daytime, 150 w night, unlimited. Class IV. 4-13-54.

1390 kc

Tehuantepec, Oaxaca, 2.5 kw daytime, 350 w night, unlimited. Class III-B. 4-13-54.

1420 kc

Matamoros, Tamaulipas, 250 w daytime. Class IV. 4-13-54.

1510 kc

San Andres Tuxtla, Veracruz, 1 kw daytime. Class IV. 4-13-54.

1560 kc

Tonantzintla, Puebla, 250 w daytime, 100 w night, unlimited. Class II. 4-13-54.

Routine Roundup . . .

November 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Calif. Inland Bcstg. Co., KARM, The George Harm Station, Fresno, Calif.—Issued second order controlling conduct of hearing in re tv applications for ch. 12; further hearing to be held in Washington on Nov. 16, 1953 (Docket 9050; BPCT-413 and Docket 10650; BPCT-1061). (Action of 11/5).

KTBS Inc. International Bcstg. Corp., Shreveport, La.—Ordered that transcription in proceeding re applications for tv ch. 3, be corrected in various respects (Docket 10476, BPCT-464 and Docket 10477; BPCT-505). (Action of 11/3).

By Hearing Examiner Fanney N. Litvin

Ark. Television Co., Little Rock, Ark.; Ark. Telecasters Inc., No. Little Rock, Ark.—Ordered that hearing conference in re applications for tv ch. 11, be continued from Nov. 6 to Nov. 10 (Docket 10610; BPCT-1057 and Docket 10611; BPCT-1740).

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—Granted petition of WDOD Bcstg. Corp. for extension of time to Nov. 9, 1953, within which to file proposed counter findings of fact in re applications for ch. 3 (Docket 10438; BPCT-676 and Docket 10439; BPCT-882).

By Hearing Examiner Claire W. Hardy

Petersburg Television Corp., Southside Va. Telecasting Corp., Petersburg, Va.—Issued notice of prehearing conference to be held on Nov. 12, 1953, in re applications for tv ch. 8 (Docket 10737; BPCT-1772 and Docket 10738; BPCT-1773).

By Hearing Examiner Herbert Sharfman

Cherry & Webb Bcstg. Co., Providence, R. I.—Continued from Nov. 9 to Nov. 10, prehearing conference re application for STA on ch. 12 (Docket 8737; BPCT-223).

By Hearing Examiner James D. Cunningham

Kenedy Bcstg. Co. Ltd., Kenedy, Tex.—The Commission, on its own motion, continued indefinitely hearing presently scheduled for Nov. 9 (Docket 10413; BP-8578), pending action on petition to reconsider and grant application without hearing.

By Hearing Examiner Thomas H. Donahue

McClatchy Bcstg. Co., Sacramento Telecasters Inc., Sacramento, Calif.—By memorandum opinion and order, ordered that transcript in re applications for tv ch. 10, be corrected in various respects (Docket 9013; BPCT-450 and Docket 10298; BPCT-976).

South Jersey Bcstg. Co., Camden, N. J.; Patrick Joseph Stanton, Philadelphia, Pa.—On his own motion, continued hearing from Nov. 9 to Nov. 30, 1953, in re applications for tv ch. 17 (Docket 10657; BPCT-1522 and Docket 10658; BPCT-1674).

By Hearing Examiner Basil P. Cooper

Perkins Bros. Co., KCOM Bcstg. Co., Sioux City, Iowa—Issued second order controlling conduct of hearing scheduled for Dec. 28, 1953, in re applications for tv ch. 4 (Docket 10672; BPCT-688 and Docket 10673; BPCT-864).

By Hearing Examiner Claire W. Hardy

Plains Empire Bcstg. Co., Amarillo, Tex.—Ordered that record in re application for ch. 7 be closed (Docket 10705; BPCT-1437).

By Hearing Examiner William G. Butts

Booth Radio & Television Stations Inc., Woodward Bcstg. Co., Detroit, Mich.—Ordered that further conference in re applications for tv ch. 50, shall be held Dec. 21, 1953, in Washington, D. C. (Docket 10660; BPCT-724 and Docket 10661; BPCT-1418).

By Commissioner Robert T. Bartley

The Radio Station KFH Co., Taylor Radio & Television Corp., Wichita Television Corp., Wichita, Kan.—Granted joint petition for extension of time to and including Nov. 30, 1953, to file second portion of proposed findings in re their applications for tv ch. 3; and the time for filing third portion is extended to and including Dec. 15, 1953 (Docket 10259; BPCT-698; Docket 10260; BPCT-946 and Docket 10261; BPCT-961).

Music Bcstg. Co., Grand Rapids, Mich.—Granted petition for extension of time to Nov. 23, 1953, within which to file exceptions to initial decision re application of Versluis Radio & Television Inc. (Docket 10442; BPCT-1208), and mod. CP for WTVN (TV) Muskegon (Docket 10644; BMPCT-1140).

November 10 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request modifications of CP for extension of completion date as indicated: KFAZ (TV) Monroe, La., Delta Tv Inc., 6/1/54; WMAR-TV Baltimore, The A. S. Abell Co., 3/7/54; WKAR-TV East Lansing, Mich., Mich. State Board of Agriculture, 2/15/54; WNAO-TV Raleigh, N. C., Sir Walter Tv Co., 1/30/54.

Remote Control

Following stations request to operate transmitters by remote control:

WAIN Columbia, Ky., Tri-County Radio Bcstg. Corp. (BRC-228); WILE Cambridge, Ohio, Land O'Lakes Bcstg. Corp. (BRC-227); WITA San Juan, P.R., Electronic Enterprises Inc. (BRC-229).

Renewal of License

Following stations request renewal of license: KHBC Hilo, Hawaii, Hawaiian Bcstg. System, (BR-885); KGMB Honolulu, Hawaii, Hawaiian Bcstg. System, Ltd., (BR-773); WHLS Port Huron, Michigan, Port Huron Bcstg. Company, (BR-976); WCLI Corning, N. Y., Radio Corning, Inc., (BR-2471); WBND Bend, Ore., Central Oregon Bcstg. Company, (BR-990); KERG Eugene, Ore., Guard Pub. Co., (BR-2400); KPAM Portland, Ore., Broadcasters, Oregon Ltd., (BR-2648); WAGC Chattanooga, Tenn., Tennessee Valley Bcstg. Co. (BR-1233); KBRC Mount Vernon, Washington, Beckley Radio Co. (BR-1382); KJR Seattle, Washington, Mount Rainier Radio & Television Bcstg. Corp. (BR-63); KREW Sunnyside, Wash., Cole E. Wylie (BR-2447).

November 12 Decisions

BY COMMISSION EN BANC

Extension of Authority

Burns Ave. Baptist Church, Detroit, Mich.—Granted extension of authority for period of one year, to transmit religious programs to CKLW Windsor, Ontario (BFP-240).

Denied Request

Rev. Earl R. Shay, Bethel, Alaska—Is being advised that application (BP-8832) for new am station to operate on 930 kc, 105 w, unl., does not comply with rules; denied request for waiver.

McFarland Letter

Scott County Bcstg. Co., Forrest, Miss.; Voice of the Confederacy, De Kalb, Miss.; WCBI Columbus, Miss., Birney Imes Jr., Columbus, Miss.—Are being advised that their applications indicate necessity of consolidated hearing. Scott County and Voice of Confederacy seek new am stations on 550 kc, 1 kw-D (BP-8857; BP-8830); WCBI seeks to change from 1340 kc, 250 w, unl., to 550 kc, 500 w, 1 kw-LS, DA-2, unl. (BP-8977).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KNOG Nogales, Ariz.; KBLI Blackfoot, Idaho; WSFA & Aux. Montgomery, Ala.; WSAY Rochester, N. Y.; WLAQ Rome, Ga.; WAWZ Zarephath, N. J.; WSYB, Rutland, Vt.; KSWO Lawton, Okla.; KAFP Petaluma, Calif.; KCNO Alturas, Calif.; KFI & Aux. Los Angeles; KFMB San Diego, Calif., KGFJ Los Angeles; KIEV Glendale, Calif.; KIST Santa Barbara, Calif.; KNBC KNBC-FM San Francisco; KPRL Paso Robles, Calif.; KSAN San Francisco; KXOB Stockton, Calif.; KSJO (FM) San Jose, Calif.; KTEM-FM Temple, Tex.; KUOA-FM Siloam Springs, Ark.; KVRE (FM) Redding, Calif.; KXOA-FM Sacramento, Calif.; WMAL-FM Washington, D. C.; WRSW (FM) Warsaw, Ind.; WRUN-FM Utica, N. Y.; WTAM-FM Cleveland, Ohio; KFMB-TV San Diego, Calif.; KHJ-TV Los Angeles; KNBH (TV) Los Angeles; KPIX (TV) San Francisco; KRON-TV San Francisco; KTLA (TV) Los Angeles; KTTV (TV) Los Angeles; WBTV (TV) Charlotte, N. C.; WFMY-TV Greensboro, N. C.; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WNBQ Chicago; KNX-FM Hollywood, Calif.

November 13 Decisions

BY COMMISSION EN BANC

McFarland Letter

WPAT Paterson, N. J., North Jersey Bcstg. Co.—Is being advised that application (BTC-1562) for acquisition of positive control by Union Building & Investment Co., through sale of 50% of stock from James P. Walden and First National Bank & Trust Co., Trustees, indicates necessity of hearing.

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

Durham Radio Corp., Durham Bcstg. Enterprises Inc., Durham, N. C.—Hearing in this pro-

NOW AVAILABLE

Due to combined radio-TV operation, our former Radio Station Manager and top-flight sports and general announcer is available. Heavy camera experience in audience participation, children's shows, news and sports and live commercials. We consider this man an excellent opportunity for some one looking for top-flight management.

For full information, write Box 527A, B•T.

ceeding for CPs for new tv stations on ch. 11 in Durham is, on examiner's own motion, continued from Nov. 13 to Nov. 18, 1953 (Docket 10730; BPCT-626); (Docket 10731; BPCT-893).

By Hearing Examiner Claire W. Hardy

Petersburg Television Corp., Southside Virginia Telecasting Corp., Petersburg, Va.—Upon agreement by parties, prehearing conference in this proceeding for CPs for new tv stations on ch. 8 in Petersburg, is continued from Nov. 12 to Nov. 19, 1953, in Washington, D. C.

By Hearing Examiner John B. Poindexter

KWTX Bcstg. Co., Waco, Tex.—Granted petition for leave to amend its application for CP for new tv station on ch. 10 in Waco, so as to show that Howard L. Burriss, husband of Barbara J. Burriss, became the licensee of Radio Station KTAN on May 28, 1953, Barbara J. Burriss being the owner of 84 shares of preferred non-voting stock in KWTX Bcstg. Co. (Docket 10694; BPCT-814). (Action 11/12).

F. M. Radio & Television Corp., Standard Radio & Television Co., San Jose, Calif.—Denied petition of F. M. Radio & Television Corp. for leave to amend its application to correct engineering data, to show changes in financing and programming and show new stockholder; ordered second hearing conference in this proceeding for CPs for new tv stations on ch. 11 in San Jose, on Nov. 16, 1953, in Washington, D. C. (Docket 8939; BPCT-374) (Docket 10707; BPCT-1542). (Action 11/10).

By Hearing Examiner Herbert Sharfman

Cherry & Webb Bcstg. Co., Providence, R. I.—Since no useful purpose would be served by complying with letter of Rule 1.841 hearing conference and related procedure, ordered it be dispensed with in connection with Docket 8737; BPCT-223, in re Special Temporary Authority to operate on ch. 12.

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., Lancaster, Pa.—Denied petition of June 26, 1953, to reopen record in proceeding re its application for CP for new tv station on ch. 8 in Lancaster, Pa. (Docket 10365; BPCT-654).

Peoples Bcstg. Co., Lancaster, Pa.—Granted request for corrections to transcript of testimony in proceeding re its application and that of WGAL Inc. (WGAL-TV), Lancaster, Pa., so as to incorporate therein 23 changes set forth in Appendix A, and 68 changes set forth in Appendix B, and denied suggested corrections as set forth in Appendix C (Docket 10365; BPCT-654) (Docket 10366; BPCT-910).

November 16 Applications

ACCEPTED FOR FILING

License to Cover CP

WAFJ Decatur, Ala., J. B. Falt Jr.—License to cover CP (BP-8744) as mod., which authorized new station (BL-5141).

KEVT Tucson, Ariz., Tucson, Radio Inc.—License to cover CP (BP-8357) as mod., which authorized new station. (BL-5137).

WTUP Tupelo, Miss., Lee Bcstg. Co.—License to cover CP (BP-8769) as mod., which authorized new station. (BL-5139).

WCIN Cincinnati, Ohio, Robert W. Rounsaville—License to cover CP (BP-8054) as mod., which authorized new station and specify studio location as Beekman St. and Friske Rd. (BL-5138).

WBAW Barnwell, S. C., Blue Ridge Bcstg. Co.—License to cover CP (BP-8380) as mod., which authorized new station. (BL-5142).

KELO Sioux Falls, S. D., Midcontinent Bcstg. Co.—License to cover CP (BP-8767) which authorized installation of new ant. for non-directional operation and mount tv ant. above. (BL-5140).

Modification of CP

Following stations request Mod. CPs for extension of completion date as indicated:

KSCU (FM) Santa Clara, U. of Santa Clara; KAFY-TV Bakersfield, Calif., Bakersfield Bcstg. Co., 6/10/54; KBTV (TV) Denver, Colo. Tv Corp., 6/1/54; WDAK-TV Columbus, Ga., Martin Theatres of Ga. Inc. and Radio Columbus Inc., 5/11/54; WEHT (TV) Henderson, Ky., Ohio Valley Tv Co., 6/3/54; WAAM (TV) Baltimore, Md., WAAM Inc., 6/22/54; KGMO-TV Cape Girardeau, Mo., KGMO Radio-Tv Inc., 6/15/54; KYTV (TV) Springfield, Mo., 5/15/54; WKY-TV Oklahoma City, WKY Radiophone Co., 12/12/53.

Remote Control

WRVB (FM) Richmond, Va., Larus & Brother Co.—301-A operation by remote control. (BRCH-61); KCHA Charles City, Iowa, Inland Bcstg. Corp. (BRC-230).

Renewal of License

Following stations request renewal of license: KTNT (FM) Tacoma, Wash., Tribune Pub. Co. (BRH-323); KALI Pasadena, Calif., Consolidated Bcstg. Co. (BR-1184); KYOU Greeley, Colo., Meroco Bcstg. Co. (BR-2140); WMFJ Daytona Beach, Fla., W. Wright Esch (BR-846); KSIG Crowley, La., Max Thomas tr/as Acadio Bcstg. Co. (BR-1553); WLEC Sandusky, Ohio, Lake Erie Bcstg. Co. (BR-1873); KWRO Coquille, Ore., KWRO Inc. (BR-2213); KLBM La Grande, Ore., Inland Radio Inc. (BR-980); KYJC Medford, Ore., Medford Printing Co. (BR-1771); KSRV Ontario, Ore., Inland Radio Inc.. (BR-1356); KPOJ Portland, Ore., KPOJ Inc. (BR-85); KGAE Salem, Ore., W. Gordon Allen, John B. Truhan and Justin H. Clark (BR-2716); WFTR Front Royal, Va., Sky-Park Bcstg. Corp. (BR-2145); KRSC Seattle, Wash., Washington Telecasters Inc. (BR-70).

APPLICATIONS RETURNED

CP to Install Transmitter

WCSI Columbus, Ind., Syndicate Theatres Inc.—CP to install new trans., change studio location and remove fm ant. from am tower.

Renewal of License

KUGN Eugene, Ore., KUGN Inc.—Renewal of license. (BR-1271).

November 17 Decisions

BY THE BROADCAST BUREAU

Actions taken November 13

Granted License

WCAM Camden, N. J., City of Camden—Granted license for alternate main trans. to operate on 1310 kc, 250 w, unl. (BL-5134).

KDAV Lubbock Tex., Western Bcstg. Co.—Granted license for am station; 580 kc, 500 w, DA-D, daytime (BL-5108).

WFMO Fairmont, N. C., Carolinas Bcstg. Co.—Granted license for am station; 860 kc, 1 kw, D (BL-5070).

WEAU Eau Claire, Wis., Central Bcstg. Co.—Granted license for aux. trans. to operate on 790 kc, 250 w, DA-N (BL-5135).

Granted CP

WCPO Cincinnati, Ohio, Scripps-Howard Radio Inc.—Granted CP to install new trans. (BP-9066). Also granted CP to use old main trans. as alternate main trans. to operate on 1230 kc, 250 w, unl. (BP-9067).

WRAY Princeton, Ind., Princeton Bcstg. Co.—Granted CP to mount tv antenna on top of am tower (BP-9069).

Remote Control

The following stations were granted authority to operate stations by remote control:

WAIN Columbia, Ky.; WILE Cambridge Ohio; WQUA Moline, Ill.; WGLS Decatur, Ga.; KDAS Malvern, Ark.; WAKU Latrobe, Pa.; WNCC Barnsboro, Pa.; WITA San Juan, P. R.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown:

WVEC Hampton, Va. to 1-6-54; WOC Davenport, Iowa, to 5-11-54; WAAM (TV) Baltimore, Md. to 6-22-54; WKY-TV Oklahoma City, Okla, to 12-12-53; KYTV (TV) Springfield, Mo. to 5-15-54; WEHT (TV) Henderson, Ky., to 6-3-54; KBTV (TV) Denver, to 6-1-54; KAFY-TV Bakersfield, Calif., to 6-10-54.

Actions taken November 12

Remote Control

WRVB Richmond, Va., Larus & Brother Co.—Granted authority to operate trans. by remote control.

Modification of CP

The following stations were granted Mod. CP's for extension of completion dates as shown:

WMTV (TV) Madison, Wis. to 3-10-54; WDAK-TV Columbus, Ga., to 5-11-54; WKAR-TV East Lansing, Mich. to 2-15-54; WMAR-TV Baltimore, Md. to 3-7-54.

Actions taken November 10

Granted License

WFUL Fulton, Ky., Ken-Tenn Bcstg. Corp.—Granted license covering side mounting of fm antenna on am tower (BL-5130).

WHDF Houghton, Mich. Upper Mich. Bcstg. Co.—Granted license covering installation of new trans.; engineering condition (BL

WIZZ Streator, Ill., Streator Bcstg. Co.—Granted license for am station; 1250 kc, 500 w, D. DA (BL-5126).

Modification of License

KABC San Antonio, Tex., San Antonio Television Co.—Granted Mod. of license to change name to San Antonio Bcstg. Co. (BML-1564).

Modification of CP

KECA-TV Los Angeles, Calif., American Bcstg. Paramount Theatres Inc.—Granted Mod. CP for aux. ant.; to change type of ant. and make other equipment changes; completion date 2-17-54 (BMPCT-1512).

The following stations were granted Mod. CP for extension of completion dates as shown:

WABJ Adrian, Mich. to 6-9-54; KFAZ Monroe, La. to 6-1-54; KSCU Santa Clara, Calif., to 12-31-53.

Actions taken November 9

Modification of CP

KEYL San Antonio, Tex., San Antonio Television Co.—Granted Mod. CP and licenses to change name to San Antonio Broadcasting Co. (BMPLCT-2; BMLTP-5).

Modification of CP

The following were granted Mod. CP's for extension of completion dates as shown:

KRON-FM San Francisco, Calif. to 5-12-54; WKAT-FM Miami Beach, Fla., to 5-12-54; KVOA-TV Tucson, Ariz. to 2-1-54; WNAO-TV Raleigh, N. C., to 1-30-54; WSBA-TV York, Pa. to 5-22-54.

November 17 Applications

ACCEPTED FOR FILING

License to Cover CP

KIBE Palo Alto, Calif., Sundial Bcstg. Corp.—License to cover CP (BP-8361) as mod., which authorized change daytime power and installation of new trans. (BMP-6366).

WKSB Milford, Del., The Kent-Sussex Bcstg. Co.—License to cover CP (BP-8269) as mod., which authorized new station (BL-5151).

WBTO Linton, Ind., The Linton Bcstg. Co.—License to cover CP (BP-8304) as mod., which authorized new station (BL-5143).

WGAW Gardner, Mass., The Gardner Bcstg. Co.—License to cover CP (BP-7980) which authorized change in frequency (BL-5149).

WMTS Murfreesboro, Tenn., Arthur D. Smith Jr. and T. J. Motlow—License to cover CP (BP-8781) as mod., which authorized new station (BL-5161).

WJWS South Hill, Va., Mecklenburg Bcstg. Corp.—License to cover CP (BP-8710) as reinstated and mod., which authorized new station (BL-5144).

WRRN (FM) Warren, Pa., Northern Allegheny Bcstg. Co.—License to cover CP (BPH-1833) which authorized changes in licensed station (BLH-931).

WGVE (FM) Gary, Ind., School City of Gary, Ind.—License to cover CP (BPED-229) which authorized new station (BLED-142).

Remote Control

KCBS-FM San Francisco, CBS Inc. of Calif.—301-A operation by remote control (BRCH-62).

Modification of CP

WMTS Murfreesboro, Tenn., Murfreesboro Bcstg. Co.—Mod. CP (BP-8781) as mod., which authorized new station, to change type trans., and specify studio location (BMP-6361).

Following stations request mod. CP for extension of completion date as indicated:

KPAL Palm Springs, Calif., Desert Radio & Telecasting Co.; WEMR Emporium, Pa., Elk-Cameron Bcstg. Co.; WHP-FM Harrisburg, Pa., WHP Inc.; WBKZ-TV Battle Creek, Mich., Booth Radio & Television Stations Inc., 4/13/54.

Renewal of License

Following stations request renewal of license:

KFQD Anchorage, Alaska, William J. Wagner tr/as Alaska Bcstg. Co. (BR-95); KFRB Fairbanks, Alaska, William J. Wagner tr/as Alaska Bcstg. Co. (Main and Aux.) (BR-1942); KINY Juneau, Alaska, William J. Wagner tr/as Alaska Bcstg. Co. (BR-852); KSBW Salinas, Calif., Salinas Bcstg. Corp. (BR-1892); KONG Visalia, Calif., Tulare County Bcstg. Co. (BR-1541); WPAD Paducah, Ky., Paducah Bcstg. Co. Inc. (Main and Alternate Main) (BR-794); WKLA Ludington, Mich., Raymond A. Plank (BR-1204); WCJU Co-

West Coast

$150,000.00

One of the best regional facilities in a growing major market. A profitable operation with excellent fixed assets equal to purchase price. Financing available.

Southwest

$160,000.00

A fulltime network affiliate in a major market. Ideal year-round climate. Excellent financing available to qualified owner-manager.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

lumbia, Miss., WCJU Inc. (BR-1468); KXLL Missoula, Mont., Western Montana Assocs. (BR-1979); KBRL McCook, Neb., The McCook Bcstg. Co. (BR-1629); WBUY Lexington, N. C., Omar G. Hilton and Greeley N. Hilton d/b as Davidson County Bcstg. Co. (BR-1340); WLEC Sandusky, Ohio, Lake Erie Bcstg. Co. (Aux.) (BR-1873); KVAS Astoria, Ore., KVAS Inc. (BR-2458); KXLE Ellensburg, Wash., Central Washington Bcstrs. Inc. (BR-1279); KRKO Everett, Wash., The Everett Bcstg. Co. (BR-56); KONP Port Angeles, Wash., Radio Pacific Inc. (BR-1209); KOL Seattle, Wash., Seattle Bcstg. Co. (Main) (BR-71); KVI Seattle Wash., Puget Sound Bcstg. Co. Inc. (BR-78); KSTN Stockton, Calif., San Joaquin Bcstg. Co. (BR-2398); KTNT Tacoma, Wash., Tribune Pub. Co. (BR-2752).

ACCEPTED FOR FILING

Modification of CP

General Bcstg. Co., Concordia, Kan.—Mod. CP (BP-8846) which authorized new station, for approval of ant., trans. and studio location and change type trans. (BMP-6358).

Following stations request mod. CP for extension of completion date as indicated:

WSPN Saratoga Springs, N. Y., Spa Bcstrs. Inc.; KFXD-TV Nampa, Idaho, Frank E. Hurt & Son Inc., 5/11/54; WPTA (TV) Harrisburg, Pa., Harrisburg Bcstrs. Inc., 6/20/54.

Renewal of License

Following stations request renewal of license:

WLAY Muscle Shoals, Ala., Muscle Shoals Bcstg. Corp.; (BR-822); WTNT Tallahassee, Fla., Tallahassee Appliance Corp. (BR-1322); KGU Honolulu, Hawaii, Advertiser Pub. Co. Ltd. (BR-124); KAHU Waipahu, Oahu, T. H., Rural Bcstg. Co. Ltd. (BR-2529); WCVS Springfield, Ill., WCBS Inc. (Main and Aux.) (BR-159); WANE Ft. Wayne, Ind., Radio Fort Wayne Inc. (BR-1943); WTBO Cumberland, Md., Maryland Radio Corp. (BR-748); WATZ Alpena, Twp., Mich., Midwestern Bcstg. Co. (BR-1361); WTOK Meridian, Miss., Meridian Bcstg. Co. (BR-1521); WHDL Olean, New York, WHDL Inc. (BR-754); KIHR Hood River, Ore., C. H. Fisher and C. O. Fisher d/b as Oregon-Washington Bcstrs. (BR-2588); WPAM Pottsville, Pa., Miners Bcstg. Service Inc. (BR-1056); WMVA Martinsville, Va., Martinsville Bcstg. Co. (BR-1108); KBKH Pullman, Wash., John Ronald Bayton and Maynard Frederick Hicks d/b as Bayton & Hicks (BR-2523); KAPA Raymond, Wash., Pacific Bcstg. Corp. (BR-2533); KLAN Renton, Wash., Interlake Bcstg. Corp. (BR-1836); KHQ Spokane, Wash., KHQ Inc. (BR-76; KSPO Spokane, Wash., D. Gene Williams and Delbert Bertholf (BR-73).

APPLICATION RETURNED

Renewal of License

WMIQ Iron Mountain, Mich., Iron Mountain-Kingsford Bcstg. Co.—Renewal of license. (BR-1426).

November 18 Decisions

BY COMMISSION EN BANC

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KTRB & Aux. Modesto, Calif.; KRDU Dinuba, Calif.; KLAC Los Angeles; KGMS Sacramento, Calif.; KARM, Fresno, Calif.; KUBA Yuba City, Calif.; KBMX Coalinga, Calif.; KCRE Crescent City, Calif.; KCOY Santa Maria, Calif.; KEEN, San Jose, Calif.; KGER Long Beach, Calif.; KGST Fresno, Calif.; KMOR, Oroville, Calif.; KPMO Pomona, Calif.; KRE Berkeley, Calif.; KSPA Santa Paula, Calif.; KUKI Ukiah, Calif.; KVOE and KVOE-FM Santa Ana, Calif.; KWTC Barstow, Calif.; KXOA Sacramento, Calif.; KYOS Merced, Calif.; KARM-FM Fresno, Calif.; KBUC Corona, Calif.; KDAC Fort Bragg, Calif.; KECA & Aux. Los Angeles; KECA-FM Los Angeles; KGO and KGO-FM San Francisco; KICO Calexico, Calif.; KITO San Bernardino, Calif.; KMAK Fresno, Calif.; KNGS Hanford, Calif.; KNOB Long Beach, Calif.; KROW Oakland, Calif.; KROY Sacramento, Calif.; KECA-TV Los Angeles; KGO-TV San Francisco; WBKB Chicago, Ill.; WXYZ-TV Detroit, Mich.

McFarland Letter

Lake Shore Bcstg. Co., Sheboygan, Wis.—Is being advised that application for CP for new am station to operate on 800 kc, 250 w-D (BP-8808), indicates necessity of hearing.

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Evansville Television Inc., On The Air Inc., WFBM Inc., South Central Bcstg. Corp., Evansville, Ind.—Granted joint petition of Oct. 29, 1953, by Evansville Television Inc., On The Air Inc., and WFBM Inc. for enlargement of issues relating to South Central Bcstg. Corp. in ch. 7 proceeding; directed South Central, within 10 days of receipt of this order, to submit its estimated budget for first year's operation; and denied South Central's motion to dismiss joint petition for enlargement of issues relating to its application, dated Nov. 10, 1953 (Dockets 10461 to 10464; BPCT-707, 934, 991, 1131).

By Hearing Examiner Fanney N. Litvin

Arkansas Television Co., Little Rock, Ark.; Arkansas Telecasters Inc., North Little Rock, Ark.—By memorandum and order after hearing conference ordered that, pursuant to Section 1.841 of rules, that order of Sept. 14, 1953, as modified by statements and agreements recited in Nov. 13 memorandum and order, shall control subsequent course of hearing in ch. 11 proceeding (Dockets 10610, 10611; BPCT-1057, 1740).

By Hearing Examiner Annie Neal Huntting

Commodore Perry Bcstg. Service Inc., Erie, Pa.—On request of applicant, ordered that further hearing in proceeding for CP for new tv station on ch. 66 be continued from Nov. 17 to Nov. 24, 1953 (Docket 10615; BPCT-1283) (Action 11/16).

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.—On Commission's own motion, ordered that hearing in proceeding for mod. CP, now scheduled for Nov. 17, 1953, be continued without date pending action upon applicant's petition to dismiss (Docket 10480; BMP-5864). (Action 11/13).

By Hearing Examiner John B. Poindexter

Capital Television Inc., Charleston, W. Va.—Granted petition for leave to amend its application for CP for new tv station on ch. 8, so as to show change of address of secretary and to correct two typographical errors in description of program types in program schedule (Docket 10728, BPCT-1080).

By Hearing Examiner Millard F. French

Paducah Bcstg. Co., Paducah, Tex.; Tulia Bcstg. Co., Tulia, Tex.—Set aside and vacated action of Nov. 2, 1953, by examiner in closing record in proceeding for CPs for new am stations; granted petition of Tulia for leave to amend its application so as to change requested frequency from 1370 kc, 1 kw-D only, to 1260 kc, 1 kw-D only; applications were removed from hearing docket (Dockets 10196, 10411; BP-8208, BP-8595) (Action 11/13).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—Granted motion for continuance of hearing, which was scheduled for Nov. 16; hearing continued indefinitely in order to afford Commission opportunity to act upon "Petition to Reconsider and Vacate Action Looking Toward Issuance of Cease and Desist Order" filed on Nov. 13, 1953, by Mid-Atlantic (Docket 10741) (Action 11/16).

By Hearing Examiner Claire W. Hardy

Ordered prehearing conference in proceeding re applications of Southern Baptist College (KRLW), Walnut Ridge, Ark. (Docket 10547; BP-8372) for CP to change frequency and increase overall height of ant.; Tri-State Bcstg. Service (Docket 10548, BP-8775) and Southern Bcstg. Service Inc. (Docket 10549, BP-8802) both for CPs for new am stations in Memphis, Tenn., said hearing to be in Washington, D. C., on Nov. 20, 1953.

By Hearing Examiner James D. Cunningham

Radio Wisconsin Inc., Badger Television Co. Inc., Madison, Wis.—In order governing hearing recited action and rulings taken at several conferences in ch. 3 proceeding for Madison, Wis. (Dockets 8959, 10641; BPCT-410, 1472).

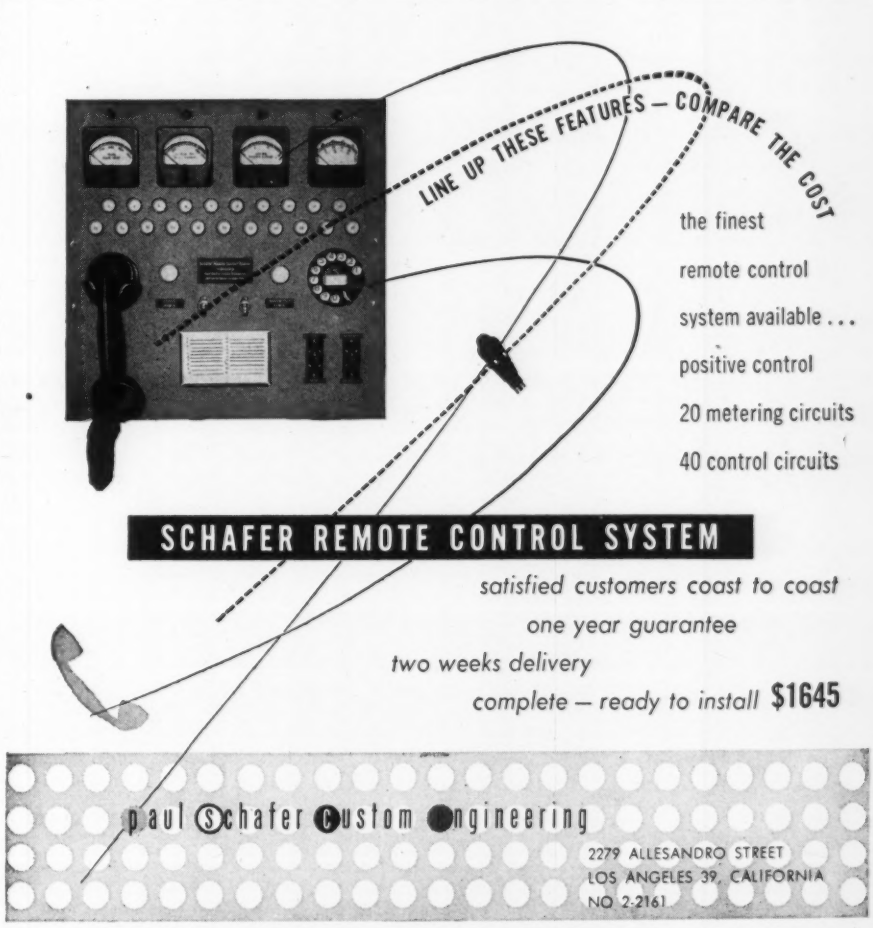
November 18 Applications

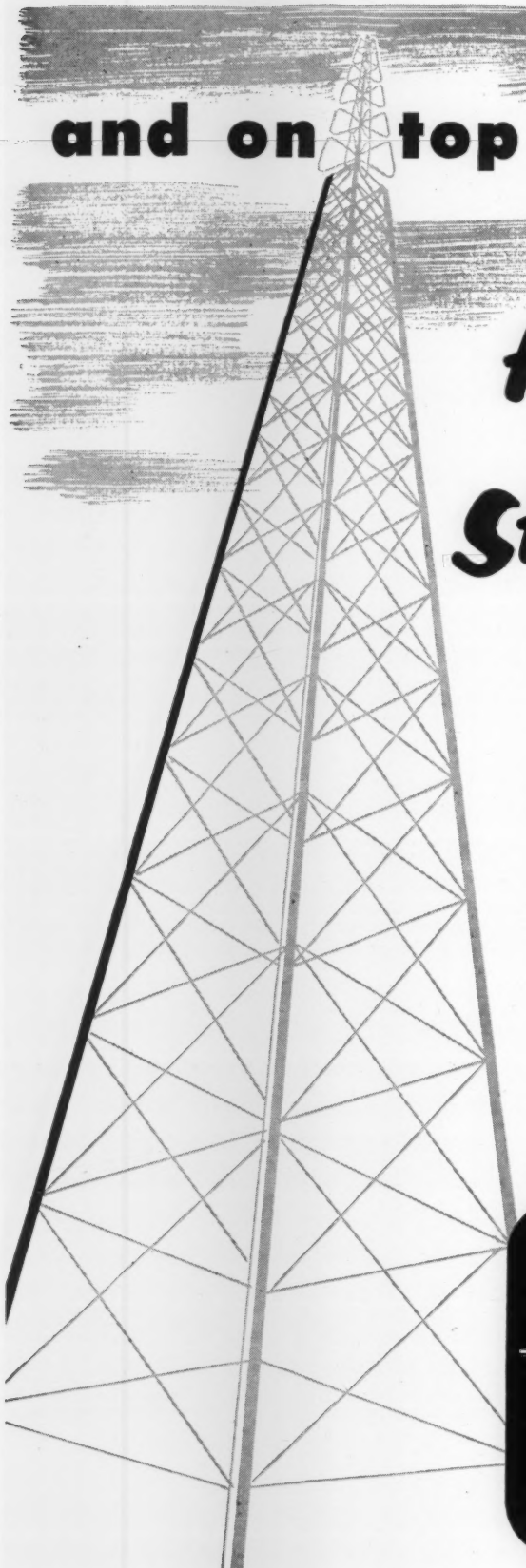
ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KIBH Seward, Alaska, Alaska Bcstg. Co. (BR-2180); Bob McRaney Sr., West Point, Miss. (BR-1652).





and on top of that...

the Same Strong SELL!

First *Radio*... then *FM*... and now KCMO serves Kansas City with *Television* on Channel 5.

To top it all off, the well-known KCMO radio brand of "strong sell" has found new and powerful expression on Channel 5.

Many of the same KCMO people who helped promote sales gains for KCMO *radio* sponsors are now moving goods on Channel 5. Radio-tested skill and experience make these people "naturals" on television.

And KCMO's sales-minded management is pouring years of selling know-how into KCMO Television. Seasoned technical personnel add the punch to bring this "strong sell" alive in Mid-America homes.

In Kansas City, try "the same strong sell" ... tested and seasoned in radio... now available on KCMO—Television—Channel 5.

Channel 5

KCMO-TV

KANSAS CITY

basic ABC television

Represented by — THE KATZ AGENCY

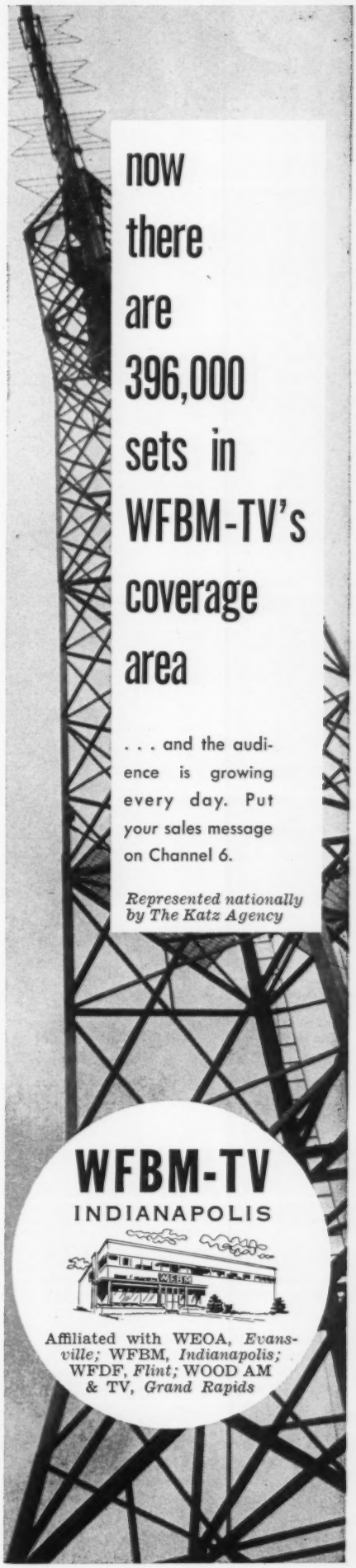
TELESTATUS®

Nov. 23, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	39,900
Montgomery	WCOV-TV (20)	.....	17,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
Phoenix	KOOL (10)		
	KOY-TV (10)		
	KPHO-TV (5)	74,500	.....
Tucson	KOPO-TV (13)	.....	.....
	KVOA-TV (4)	17,050	.....
Yuma	KIVA (11)	5,000	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	13,440
Little Rock	KRTV (17)	.....	41,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	65,727	.....
	KAFY-TV	.....	44,880
Chico	KHSL-TV (12)	27,864	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	58,419
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,707,420	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	183,954	.....
Sacramento	KCCC-TV (40)	.....	27,400
Salinas	KSBW-TV (8)	180,506	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	780,000	.....
	KVEC-TV (6)	56,821	.....
Santa Barbara	KEYT (3)	371,332	.....
COLORADO			
Colorado Springs	KKTV (11)	34,691	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)	164,750	.....
	KLZ-TV (7)		
Pueblo	KCSJ-TV (5)	34,500	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	100,381
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	86,800
DELAWARE			
Wilmington	WDEL-TV (12)	159,939	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)	477,143	.....
	WNBW (4)	559,000	.....
	WTOP-TV (9)		
	WTTG (5)	477,143	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	85,926
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	201,000	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	50,000
West Palm Beach	WIRK-TV (21)	.....	17,447
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (8)		
	WSB-TV (2)	330,000	.....
Columbus	WDAK-TV (28)	.....	13,000
	WRBL-TV (4)	.....	.....
Macon	WMAZ-TV (13)	55,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	10,900	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	127,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	.....	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	99,100
Peoria	WEEK-TV (43)	.....	106,405
	WTVH-TV (19)	.....	87,000
Quincy	WGEM-TV (10)	76,000	.....
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	51,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	21,000
INDIANA			
Bloomington	WTTV (10)	285,000	.....
Evansville	WFIE (62)	.....	25,000
Fort Wayne	WKJG-TV (33)	.....	.....
Indianapolis	WFBM-TV (6)	396,000	.....
Lafayette	WFAM-TV (59)	.....	32,425
Muncie	WLBC-TV (49)	.....	47,800
South Bend	WSBT-TV (34)	.....	79,829
IOWA			
Ames	WOI-TV (5)	152,654	.....
Cedar Rapids	KCRI-TV (9)		
	WMT-TV (2)	185,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	215,000	.....
Des Moines	KGTV (17)	.....	.....
Sioux City	KVTV (9)	64,015	.....
KANSAS			
Hutchinson	KTVH (12)	57,639	.....
Topeka	WIBW-TV (13)	39,633	.....
Wichita	KEDD (16)	.....	40,103
KENTUCKY			
Henderson	WEHT (50)	.....	24,555
Louisville	WAVE-TV (3)	302,251	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	27,340
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	36,100
Lake Charles	KTAG (25)	.....	.....
Monroe	KNOE-TV (8)	77,550	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	210,076	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	39,750	.....
Portland	WPMT (53)	.....	19,500
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	516,505	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)		
	WNAC-TV (7)	1,103,507	.....
Cambridge (Boston)	WTAO-TV (56)	.....	63,700
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	75,000
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	13,500
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)	1,000,000	.....
	WWJ-TV (4)	1,100,000	.....
	WXYZ-TV (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (7)	265,135	.....
Kalamazoo	WKZO-TV (3)	314,061	.....
Lansing	WJIM-TV (6)	231,000	.....
	WILS-TV (54)	.....	17,000
Saginaw	WKNX-TV (57)	.....	50,300
MINNESOTA			
Austin	KMMT (6)	64,421	.....
Duluth	WFTV (38)	.....	32,874
Minneapolis (St. Paul)	WCCO-TV (4)		
	WTCN-TV (11)	401,200	.....
St. Paul (Minneapolis)	KSTP-TV (5)	405,300	.....
	WMIN-TV (11)	395,220	.....
Rochester	KROC-TV (10)	43,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	13,400	.....
MISSOURI			
Hannibal (Quincy, Ill.)	KHQA-TV (7)	77,600	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	338,699	.....
	KCTY (25)	.....	41,952



use all the IMPACT of

WVEC-TV

CHANNEL 15

in the Great Norfolk Area!

NORFOLK
HAMPTON
PORTSMOUTH
NEWPORT NEWS
VIRGINIA BEACH
WARWICK
WILLIAMSBURG
SMITHFIELD

Here's selling power PLUS in the great Norfolk Metropolitan Area where only WVEC-TV is NBC . . . beaming your sales message right to the core of this dynamic multi-city market.

only WVEC-TV is NBC

Represented by
WILLIAM G. RAMBEAU

NEW YORK•CHICAGO•SAN FRANCISCO•MINNEAPOLIS•LOS ANGELES

FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
St. Joseph	KFEQ-TV (2)	78,582	.....
St. Louis	KSD-TV (5)	555,914	.....
	KSTM-TV (36)	.....	132,000
	WTVI (54) (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	35,905	.....
	KYTV (3)	31,300	.....
MONTANA			
Billings	KOOK-TV (2)	.....	.....
Butte	KOPR-TV (4)		
	KXLF-TV (6)	.....	.....
NEBRASKA			
Lincoln	KFOR-TV (10)	63,000	.....
	KOLN-TV (12)	62,834	.....
Omaha	KMTV (3),		
	WOW-TV (6)	206,907	.....
NEVADA			
Las Vegas	KLAS-TV (8)	13,401	.....
Reno	KZTV (8)	4,554	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	14,872
Newark (New York City)	WATV (13)	3,520,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)		
	KOAT-TV (7)		
	KOB-TV (4)	32,333	.....
Roswell	KSWS-TV (8)	12,093	.....
NEW YORK			
Albany	WROW-TV (41)	.....	53,000
Binghamton	WNBF-TV (12)	182,000	.....
Buffalo	WBEN-TV (4)	365,004	.....
	WBES-TV (59)		
	WBUF-TV (17)	.....	82,071
Elmira	WECT (18)	.....	20,440
	WTVE (24)	.....	20,142
New York	WABC-TV (7)		
	WABD (5)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)	190,000	.....
	WHEC-TV (10		
	WVET-TV (10)		
Schenectady	WRGB (6)	290,500	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	268,275	.....
Utica	WKTV (13)	127,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	13,200
Charlotte	WBTV (3)	357,729	.....
Greensboro	WFMY-TV (2)	184,379	.....
Raleigh	WNAO-TV (28)	.....	42,800
Winston-Salem	WSJS-TV (12)	155,250	.....
	WTOB-TV (26)	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	19,800	.....
Minot	KCJB-TV (13)	11,654	.....
OHIO			
Akron	WAKR-TV (49)	.....	36,916
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	435,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (9)	810,361	.....
Columbus	WBNS-TV (10)		
	WLWC (4)	307,000	.....
	WTVN (6)	306,950	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	27,300
Lima	WLOK-TV (73)	21,630	.....
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	105,000
Zanesville	WHIZ-TV (50)	.....	15,352
OKLAHOMA			
Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKY-TV (4)	232,310	.....
	KLPR-TV (19)		
	KTVQ (25)	.....	.....
Tulsa	KOTV (6)	165,340	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	125,000	.....
	KPTV (27)	.....	113,711
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	34,278
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	41,343
Erie	WICU (12)	198,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	707,722	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	240,936	.....
Lebanon	WLBR-TV (15)	.....	100,800
New Castle	WKST-TV (45)	.....	68,300
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,597,057	.....
	WPTZ (3)	1,724,329	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)	.....	132,934
	WKJF-TV (53)	.....	125,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	127,350
Scranton	WGBI-TV (22)	.....	92,500
	WTVU (73)	.....	150,430
Wilkes-Barre	WBRE-TV (28)	.....	112,000
	WILK-TV (34)	.....	120,000
York	WSBA-TV (43)	.....	76,100
RHODE ISLAND			
Providence	WJAR-TV (10)	1,073,000	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	43,807	.....
Columbia	WIS-TV (10)	.....	.....
	WCOS-TV (25)	.....	30,200
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	33,770
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	42,137	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	30,166	.....
Knoxville	WROL-TV (6)	36,765	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	228,654	.....
Nashville	WSM-TV (4)	128,838	.....
TEXAS			
Abilene	KRBC-TV (9)	16,120	.....
Amarillo	KFDA-TV (10)	33,898	.....
	KGNC-TV (4)	35,118	.....
Austin	KTBC-TV (7)	50,616	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	306,000	.....
El Paso	KROD-TV (4)	33,692	.....
	KTSM-TV (9)	30,788	.....
Ft. Worth	WBAP-TV (5)	295,095	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	25,500	.....
Houston	KPRC-TV (2),		
	KUHT (8)	276,000	.....
	KNUZ-TV (39)	.....	35,226
Longview	KTVE (32)	.....	16,100
Lubbock	KCBD-TV		
	KDUB-TV (13)	35,739	.....
San Angelo	KTXL-TV (8)	14,077	.....
San Antonio	KEYL (5),		
	WOAI-TV (4)	166,154	.....
Temple	KCEN-TV (6)	45,752	.....
Texarkana	KCMC-TV (6)	39,677	.....
Tyler	KETX (19)	.....	.....
Waco	KANG-TV (34)	.....	.....
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	42,250	.....
UTAH			
Salt Lake City	KDYL-TV (4),		
	KSL-TV (5)	145,200	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	50,000
Harrisonburg	WSVA-TV (3)	38,975	.....
Lynchburg	WLVA-TV (13)	84,706	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	202,600	.....
	WVEC-TV (15) (See Hampton)		
Richmond	WTVR (6)	179,537	.....
Roanoke	WSLS-TV (10)	96,200	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	305,700	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	42,779	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	305,700	.....
Yakima	KIMA-TV (27)	.....	10,090
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	227,132	.....
Parkersburg	WTAP (15)	.....	.....
Wheeling	WTRF-TV (7)	445,190	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	176,223	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	24,500
Milwaukee	WTMJ-TV (4)	589,134	.....
	WCAN-TV (25)	.....	156,000
	WOKY-TV (19)	.....	157,000
Oshkosh	WOSH-TV (48)	.....	9,500
ALASKA			
Anchorage	KFIA (2)	.....	.....
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	35,000	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego)	XETV (6)	213,175	.....

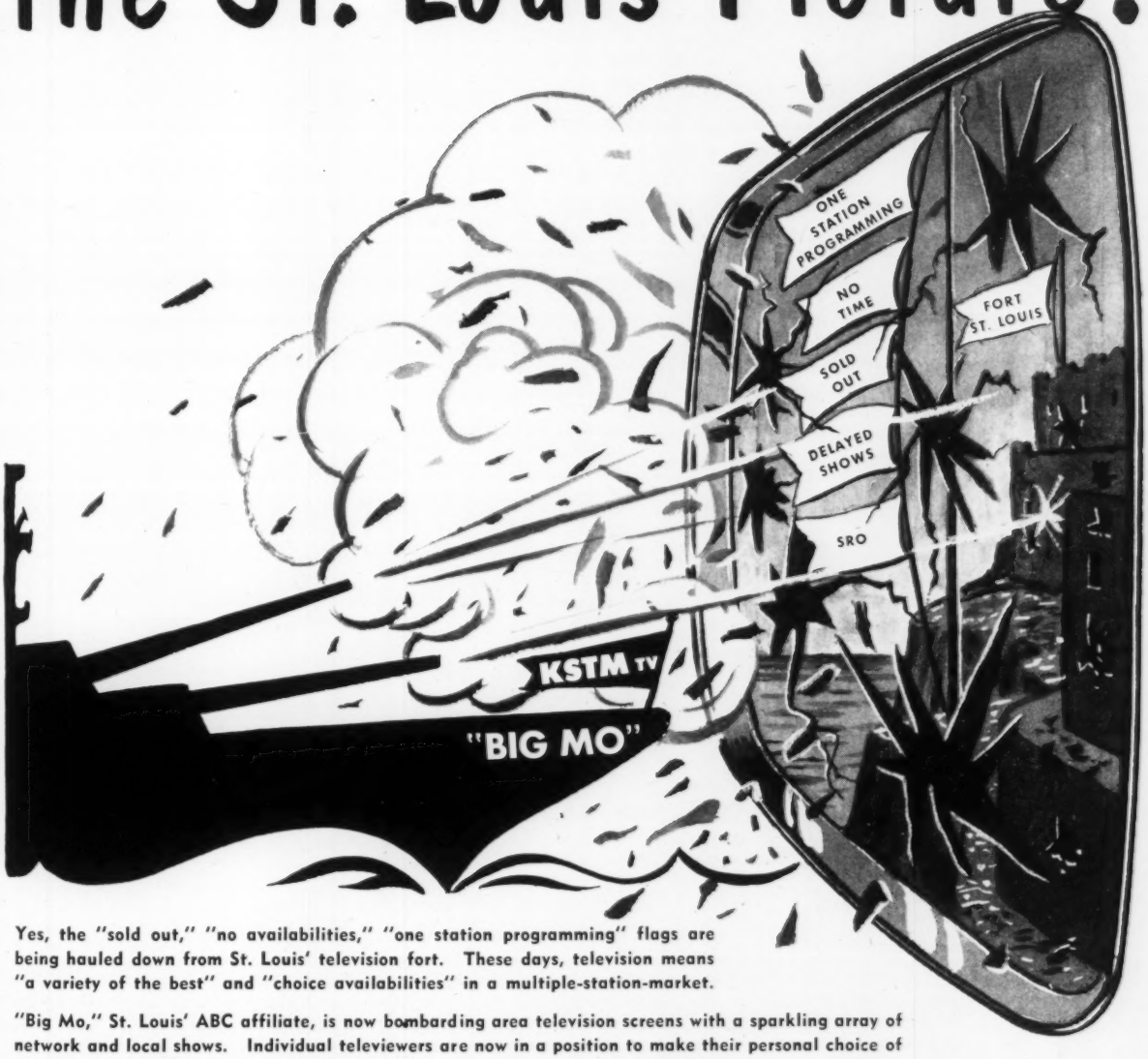
Total Stations on Air 317*; Total Cities with Stations on Air 208*; Total Sets in Use 27,471,000

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 177,486 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

"Big Mo" Has Changed the St. Louis Picture!



Yes, the "sold out," "no availabilities," "one station programming" flags are being hauled down from St. Louis' television fort. These days, television means "a variety of the best" and "choice availabilities" in a multiple-station-market.

"Big Mo," St. Louis' ABC affiliate, is now bombarding area television screens with a sparkling array of network and local shows. Individual televiewers are now in a position to make their personal choice of programs, and advertisers have a wider selection of program and spot availabilities.

Yes, the St. Louis television picture has changed . . . thanks to KSTM-TV. Get on the deck now! Join the steadily growing list of important forward-looking national and regional advertisers aboard "Big Mo" . . . St. Louis' most-welcome, new television battlewagon.

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 **SAINT LOUIS**

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS page 109

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/15/54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-12/15/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-January '54.
Corona, **KCOA (TV)** (52), 9/16/53—Unknown.
Fresno, **KCAF (TV)** (53), 8/12/53—Unknown.
Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Merced, **KMER (TV)** (34), 9/16/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Sacramento, **McClatchy Bcstg. Co.** (10), Initial Decision 11/6/53.
Salinas, **KICU (TV)** (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, **Orange Belt Telecasters** (30), Initial Decision 9/18/53.
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE (TV)** (48), 6/17/53-Oct. 54.
Stockton, **KTVU(TV)** (36), 1/8/53-11/30/53, Hollingbery.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV (5), 3/26/53-May '54—Holman.**

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, **General Times Tv Corp.** (18), 10/21/53—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53—Hoodley-Reed Tv
Norwich, **WCTN (TV)** (*63), **1/29/53—Unknown.**
Stamford, **WSTF (TV)** (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-11/26/53, DuM, Taylor.
Fort Myers, **WINK (TV)** (11) 3/11/53-Dec. '53—Weed Tv.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Miami, **Lindsay Hopkins Vocational School** (*2), 11/12/53-Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-Apr. '54, CBS, Blair-Tv.
Panama City, **WJDM (TV)** (7), 3/11/53-11/30/53, ABC, Hollingbery.

HOW MUCH For LIBEL or SLANDER ?

BEST ANSWER— *OUR UNIQUE SPECIAL INSURANCE Covering this and related hazards—it's surprisingly INEXPENSIVE*

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Pensacola, **WEAR-TV** (3), 6/3/53-12/15/53, CBS, Hollingbery.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53-6/1/54.

GEORGIA

Atlanta, **WQXI-TV** (36), Initial Decision 10/15/53-Summer '54.
Augusta, **WJBF-TV** (6), 9/16/53-11/26/53, ABC, NBC, Hollingbery (granted STA Sept. 18).
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-3/1/54, CBS, Katz.
Valdosta, WGOV-TV (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Boise, **KTVI (TV)** (9), 1/15/53-October '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53-12/1/53, CBS, NBC, Gill-Perna.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI (TV)** (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, **U. of Illinois** (*12), 11/4/53—Unknown.
Champaign, **WCUI (TV)** (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/5/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **WTLE (TV)** (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, **WJOL-TV** (48), 8/21/53-Unknown.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53-Feb. '54.
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-12/15/53, Walker.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT (TV)** (15), 4/6/53-12/15/53.

IOWA

Cedar Rapids, **KEYC (TV)** (20), 7/30/53-Unknown.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-11/23/53, Pearson (granted STA Oct. 29).
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, KCTV (TV) (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/29/53, NBC, DuM, Headley-Reed (granted STA Nov. 4).

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-12/13/53, NBC, CBS, DuM, Katz.
Topeka, **Alf M. Landon** (42), 11/5/53—Unknown.
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Unknown, Petry.
Louisville, **WLOU-TV** (41), 1/15/53-Jan. '54.
Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **Calcasieu Bcstg. Co.** (7), 11/12/53-Unknown.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '54, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport, **KSLA (TV)** (12), 9/19/53-Dec. '53, NBC, CBS.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53-11/26/53, CBS, ABC, DuM, Everett-McKinney (N. Y.), Kettell-Carter (Boston) (granted STA Nov. 12).
Poland, WMTW (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-12/1/53, NBC, Weed Tv.
Portland, **Guy Gannett Bcstg. Service** (13), Initial Decision 11/12/53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54, Forjoe.
Cumberland, **WTBO-TV** (17), 11/12/53-Summer '54.
Frederick, **WFMD-TV** (62), 10/24/52—Winter '54.
Salisbury, WBOC-TV (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WORH-TV (*2), 7/16/53-10/1/54.
Boston, **WJDW (TV)** (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, WGLM (TV) (72), 6/10/53—Unknown.
New Bedford, WTEV (TV) (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-12/25/53, Walker.
Pittsfield, **Western Massachusetts Bcstg. Co.** (64), 11/12/53-Unknown.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53, Raymer.

MICHIGAN

Ann Arbor, **Regents of the U. of Michigan** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-January '54, Headley-Reed.
Bay City, **WNEM-TV** (5), 9/2/53—Fall '53.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53-12/15/53, CBS, ABC, DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), Initial Decision 10/12/53.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.
Saginaw, **Booth Radio & Tv Stations Inc.** (51), 10/29/53—Unknown.

MINNESOTA

St. Cloud, **WJON-TV** (7), 1/23/53-2/28/54, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed Tv.
Jackson, **WJDT (TV)** (3), 8/27/53-12/15/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52—Unknown.

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53—Unknown.
Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-12/15/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52-11/22/53, Raymer.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, **KRHT (TV)** (8), 1/15/53-Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Nov. '53, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, CBS, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-12/1/53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53-2/1/54.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52-Dec. '53 (tests due Dec. 1).
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs

® Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NEW MEXICO

Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Santa Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Ithaca, WHCU-TV (20), 1/8/53-Nov. '54, CBS.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Jan. '54.
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, WCBF-TV (15), 6/10/53—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Chapel Hill, WUNC-TV (*4) 9/30/53—Sept. '54.
Charlotte, WAYS-TV (36), 2/26/53-12/1/53, ABC, Bolling.
Durham, WCIG-TV (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, Goldsboro Tv Corp. (34), 9/30/53—Unknown.
Greensboro, WCOG-TV (57), 11/20/52-Unknown, ABC, Bolling.
Greenville, WNCT (TV) (9), 3/11/53-12/1/53, CBS, DuM, Pearson.
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53. Clark.
Wilmington, WMFD-TV (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, KFYR-TV (5), 3/4/53-12/1/53, Blair Tv (granted STA Oct. 28).
Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, WCIN-TV (54), 5/14/53-Spring '54.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Cleveland, United Bcstg. Co. (19), Initial Decision 10/15/53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Lima, WIMA-TV (35), 12/4/52-Spring '54, Weed Tv.
Massillon, WMAC-TV (23), 9/4/52-1/1/54, Petry.
Steubenville, WSTV-TV (9), 8/12/53-12/10/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, WUTV (TV) (21), 9/25/52-1/1/54, Petry.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KWTV (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel.
Tulsa, KCEB (TV) (23), 2/26/53-12/1/53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene Tv Inc. (13), 5/14/53-February '54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Portland, Oregon Television Inc. (12), Initial Decision 11/10/53.
Salem, KPIC (TV) (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, KSLM-TV (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, WQCY (TV) (39), 8/12/53—Unknown.
Erie, Great Lakes Tv Co. (35), 10/14/53—Unknown.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIBG-TV (23), 10/21/53-Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53-12/1/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
York, WNOW-TV (49), 7/11/52-Nov. '53, DuM, Hollingbery (granted STA Nov. 10).

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, WPRO-TV (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, Aiken Electronics Advertising Corp. (54), 10/21/53—Unknown.
Anderson, WAIM-TV (40), 9/30/53—Unknown.
Camden, WACA-TV (15), 6/3/53—Jan. '54.
Greenville, WGCT (TV) (4), 7/30/53-12/15/53, Weed.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Nashville, WSIX-TV (8), 7/30/53-11/30/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, WLAC-TV [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Amarillo, Plains Empire Bcstg. Co. (7), Initial Decision 11/9/53.
Beaumont, KBMT (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, KMSL (TV) (16), 6/25/53—Unknown.
Midland, KMID (TV) (2), 7/1/53—Unknown.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American
Sherman, KSHM (TV) (46), 3/4/53—Unknown.
Sweetwater, KPAR-TV (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Weslaco, KRGV-TV (5), 7/16/53-11/26/53, NBC, Taylor.

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-3/1/54, ABC, Hollingbery.

VERMONT

Montpelier, WCAX Bcstg. Corp. (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter '54, Walker.
Danville, WBTM-TV (24), 12/18/52-1/15/54, Hollingbery.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cook.
Norfolk, WTOV-TV (27), 7/8/53-11/30/53, ABC, DuM, Forjoe (granted STA Oct. 16).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), 9/25/53-1/15/54.
Yakima, KIT-TV (23), 12/4/52-Jan. '54.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Wheeling, WLTV (TV) (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, WEAU-TV (13), 2/26/53-12/1/53, Hollingbery.
La Crosse, WKBH Television Inc. (8), 10/28/53-6/15/54.
Madison, WHA-TV (*21), 10/7/53—Unknown.
Marinette, M & M Bcstg. Co. (11), 11/18/53-Unknown.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Neenah, WNAM-TV (42), 12/23/52-12/15/53, Clark.
Superior, WDSM-TV (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KTVA (TV) (11), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.

UPCOMING

Nov. 23: Radio Technical Commission on Aeronautics, special committee on uhf tv interference, 1724 F St. N. W., Washington.
Nov. 23-24: NARTB Sports Committee, Waldorf-Astoria, New York.
Nov. 23-24: AAAA's annual Eastern Conference, Hotel Roosevelt, New York.
Nov. 23-24: Ultra-High Frequency Tv Assn., Lexington Hotel, New York.
Nov. 27: Oral argument, Zenith Radio Corp. v. FCC, re Chicago ch. 2, U. S. Court of Appeals, Washington.
Nov. 27-29: National Assn. of Radio Farm Directors, Conrad Hilton Hotel, Chicago.
Dec. 4: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Jacksonville.
Dec. 4-5: Canadian Broadcasting Corp., board of governors, Parliament buildings, Ottawa.
Dec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.
Dec. 7: Idaho Broadcasters Assn., Turf Club, Twin Falls.
Dec. 9-10: NARTB Tv Code Review Board, NARTB Hdqtrs., Washington.

BETTER
hi-frequency response
with SOUNDCRAFT PROFESSIONAL RECORDING TAPE
it's micro-polished*

High frequency signals require a smooth tape surface for perfect recording head contact. To produce this surface all Soundcraft Professional Recording Tape is *Micro-Polished:* polished, buffed and re-polished to produce a mirror-like surface. Micro-Polishing results in improved high frequency response, greater output uniformity, lower distortion, less friction and longer head life.

Why settle for less than the best? Next time be sure to ask for Soundcraft Professional Tape . . . the one and only Micro-Polished tape!

REEVES SOUNDCRAFT CORP.
Dept. Q
10 East 52nd Street
New York 22, N. Y.
*PAT. APPLIED FOR

BMI "Pin Up" Hit
"RICOCHET"
RECORDED BY
TERESA BREWER.....Coral
VICKIE YOUNG.....Capitol
GOGI GRANT.....Victor
GUY LOMBARDO.....Decca
PEE WEE KING.....Victor
SHELDON MUSIC, INC.
(Non-exclusively licensed by BMI)
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

editorials

A Familiar Voice, a Picture . . .

ALL BUT ignored in the welter of hot news during the last fortnight were the thought-provoking comments of White House Secretary James C. Hagerty on the handling of news about the President.

In an off-the-cuff talk to the delegates to the national convention of Sigma Delta Chi in St. Louis the other day, Mr. Hagerty (to us *news*, rather than *press* secretary) disclosed the creation of the new White House pool of newsmen, representing all media. Appointed for specified hitches, these men follow the President wherever he goes. They went with him to the White House shelter during the recent air raid drill. They are "on call" from the White House switchboard around the clock, on equal footing with key White House personnel.

That much was reported in comparatively short dispatches. But Mr. Hagerty went farther. He underscored the importance of the President's voice on the air, or his picture on tv, or in the newspapers, after an attack he hoped would never come. He stressed the value of the "familiar" voice of a radio reporter or commentator in such circumstances. The public then would know that their President is safe and that the seat of government continues. (Under the Conelrad Plan, only am radio would continue operating on two pre-selected channels, so that broadcast signals could not be used for target location by raiding planes.)

The observations of Jim Hagerty seem particularly timely, when the news centers around Communistic espionage and intrigue in highest places. And the wisdom of setting up Conelrad, spearheaded largely by Comr. George E. Sterling, becomes more apparent with each passing day.

Radio—am radio, because of its propagation characteristics—indeed shoulders a tremendous responsibility in these seething times.

. . . and the Fight for Freedom

THE ST. LOUIS Convention of Sigma Delta Chi also produced another little-noticed result of far-reaching importance to the broadcast media in their unrelenting crusade for full freedom. The 23,000 members of this professional journalistic fraternity, which cuts across all media, performed a service that the organized broadcasters could not do for themselves. They resolved that radio and tv are entitled to the same free access to news, wherever it may break, as the pen and pencil reporters of the newspapers.

When the NARTB speaks, it speaks for the interests of its members and of the fields they serve. When the American Society of Newspaper Editors erupts against censorship, it talks for those newspapers represented in its membership. The Motion Picture Assn. speaks only for its industrial sphere. And so on, down the line.

But Sigma Delta Chi embraces in its society the working reporters of the press, of radio, tv, magazines, trade press and public relations men. It embraces also the newsmen of tomorrow—the undergraduate journalism students. Among the professional men are also publishers, station owners and outstanding commentators. Such men as E. Lansing Ray, Roy W. Howard, Donald Ferguson, John L. Knight, John Cowles, Bill Henry, Ed Murrow, Lee Hills, Robert U. Brown, Walter Lippman, Robert K. Richards, to mention just a few.

They can say for radio and television what these media cannot say as well for themselves. And what did they say, in the name of their fraternity?

It is patently unfair to allow the public only a reporter's version of what takes place in . . . hearings and in court trials, and to deny the public the fuller coverage provided by the microphone and the camera which projects the event itself beyond the confines of the hearing chamber of the courtroom. . . .

All media share the responsibility of informing the people as accurately and as fully as their facilities permit.

Believing that an invasion of the people's right to know in one area of news coverage endangers the free flow of information for all, your Sigma Delta Chi committee has been equally vigilant to resist arbitrary restrictions on radio and television coverage of the news as well as impediments against free access by the press.

Those broadcasters who have been fighting the freedom battle over the years, could not have stated their own case with greater zeal or vigor. That they are supported by men in all walks of the journalism field clearly demonstrates the common interest of all people for belief in our free institutions and in our Bill of Rights.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Our country's broke . . . our king's in exile . . . Washington refuses our loan . . . let's try Strike It Rich!"

The Great Hitch-Hike

THE acquiescence of some networks to Sen. Joseph R. McCarthy's demand for time to answer what he, if nobody of less inflammable nature, regarded as an attack by Harry Truman did not add to broadcasting's reputation for courageous judgment.

Whatever else may be said of Mr. Truman's performance, it was not in essence a personal criticism of the senator.

The fact that Mr. Truman referred to "McCarthyism," with a plain disclaimer of personal reference to the senator, did not entitle Mr. McCarthy to some $300,000 worth of broadcast time to get into an act which was quite completely cast without him.

It is hard to avoid the conclusion that Mr. McCarthy issued his demand out of purely opportunistic motives. Until Mr. Truman spoke the magic word, "McCarthyism," which the senator was able to translate as meaning "Open, Sesame" to the networks, Mr. McCarthy was not even in the wings. He could get back on stage in his favorite role of exposing Communists only by the unnecessary gift of a national radio-television audience.

The principles of fair play required the networks to present a legitimate answer to Mr. Truman's free-wheeling remarks. The answer *was* presented by both Mr. Brownell and J. Edgar Hoover at the thoroughly covered Jenner committee hearing. To go beyond that and let Mr. McCarthy into the act is likely to imply that some broadcasters are push-overs for any aggressive politician.

Coming Events; Color Shadows

THE announcement that RCA expects to have color tv tape perfected for commercial use in two or three years is, of course, of vast interest both from the economic and technical view. Like other announcements regarding color television, it may not have improved public understanding of what is in store.

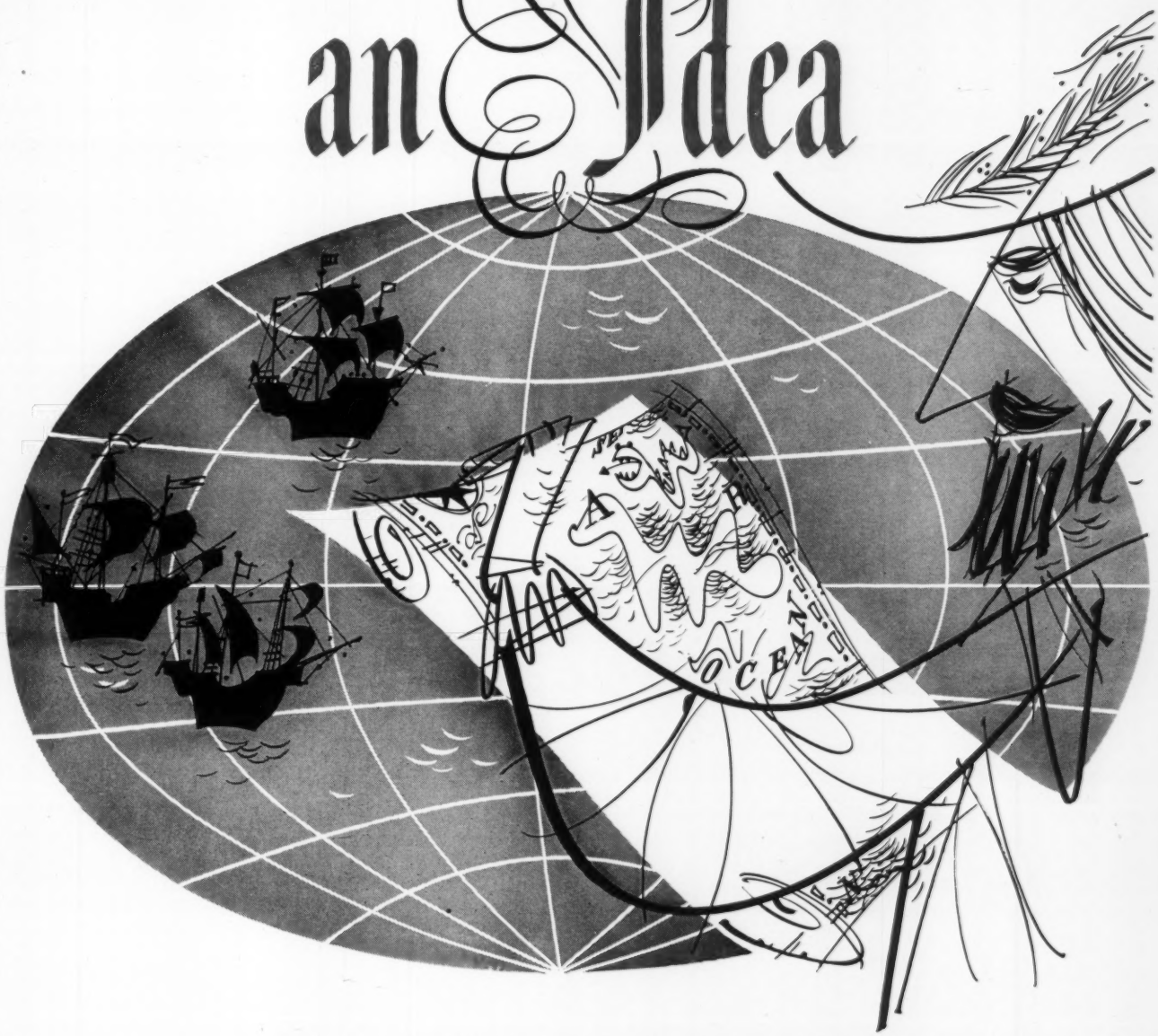
As is always true of an announcement made so far in advance of technical fruition, this one may have contributed to what must already be a widespread impression that color tv in many forms and refinements is just around the corner. Certainly the expectations of early color availability are partly responsible for lagging sales of black-and-white tv.

Plainly, the black-and-white television market is not going to improve substantially as long as the public believes that color will be obtainable. Since color unquestionably *will* be obtainable, it is desirable that it be made so as soon as possible.

Although the FCC has not moved with untoward speed in considering the petition for approval of compatible color, the chances are good that it will act reasonably soon. An indication of the Commission's favorable disposition toward the petition may be seen in its approval last week of a special experimental colorcast of NBC-TV's *Colgate Comedy Hour* Nov. 22, the first commercial program to be telecast in compatible color.

To assure as orderly a transition from monochrome to color as possible, the Commission must authorize the compatible system without undue delay and the manufacturing industry must exert itself to produce color equipment. Possibly the less said now the better about developments scheduled for two years or more hence.

Talk about an Idea



Think Chris had trouble trying to sell his idea back in the 1400's? You've got problems, too – when your *sales ideas* lack effective TV production facilities!

But no such problems when you turn your ideas loose on WLW-D! Here, in Dayton's rich, industrial market, WLW-D provides facilities and talent for *live* productions you'd expect to find only in the "high rent" TV centers.

Weekly Auto Racing – Professional Wrestling right from the WLW-D studios are two big reasons why WLW-D ratings have been on top for over 3½ years! And exclusive client services exploit your ideas through active promotion and merchandising!

WLW-D gives "life" to selling ideas!

WLW-D dayton's favorite

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD